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Better Homes and Gardens®

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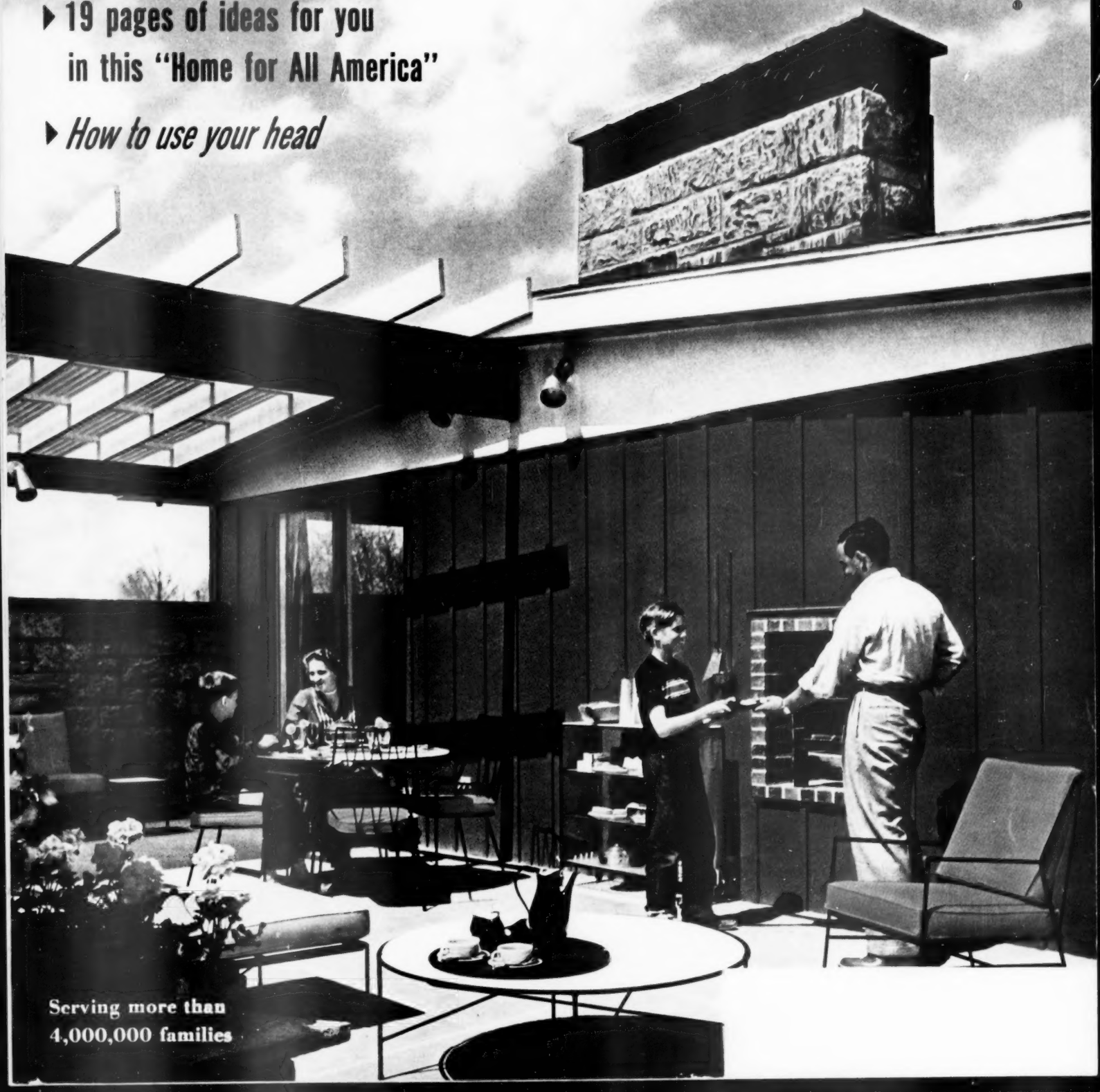

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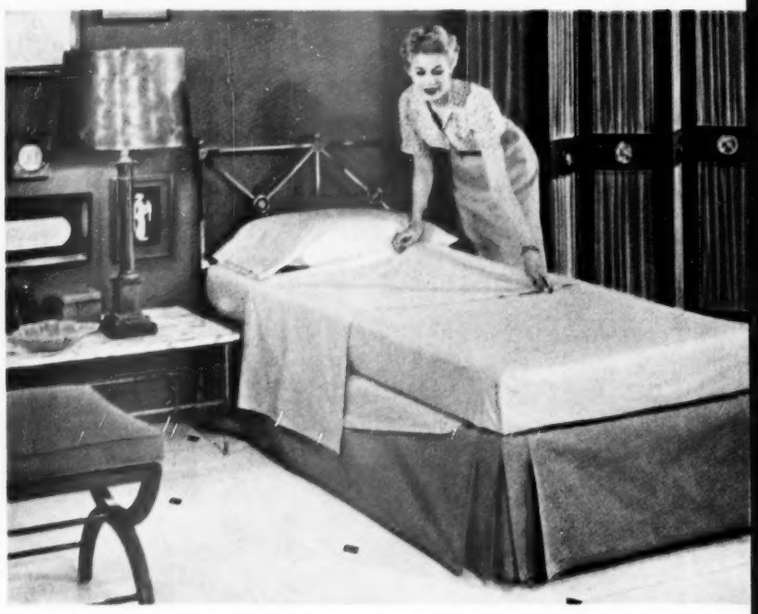

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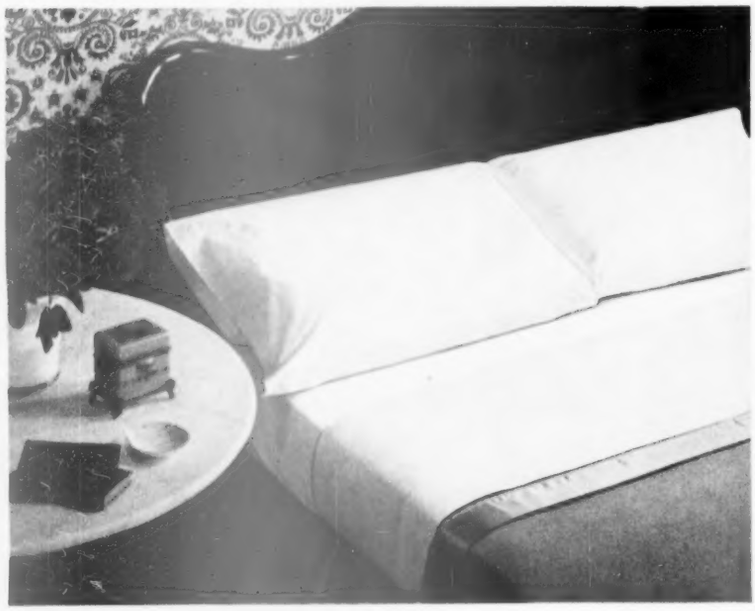

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Get to know the Home for All America — one of the most versatile and beautiful houses ever published. See it here, beginning on page 57. Cover photograph was taken by Peter Nyholm

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Better Homes and Gardens®

September, 1954 Vol. 32, No. 9

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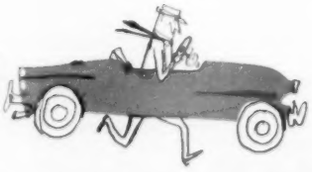

For complete contents, turn the page

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furniture beauty that lasts and lasts

Investigate the finish first! Never forget to ask the salesman about the finish on the furniture that interests you. Remember—*the better the finish, the better the buy!* The Du Pont "DUCO" Furniture Finish on this dining-room set, for example, has been chemically engineered to resist marring, scratching, cracking, clouding and dulling. That's why, with only the simplest home care, it will *keep* its "showroom beauty" through years and years of constant household service!

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5 and **12** pad boxes

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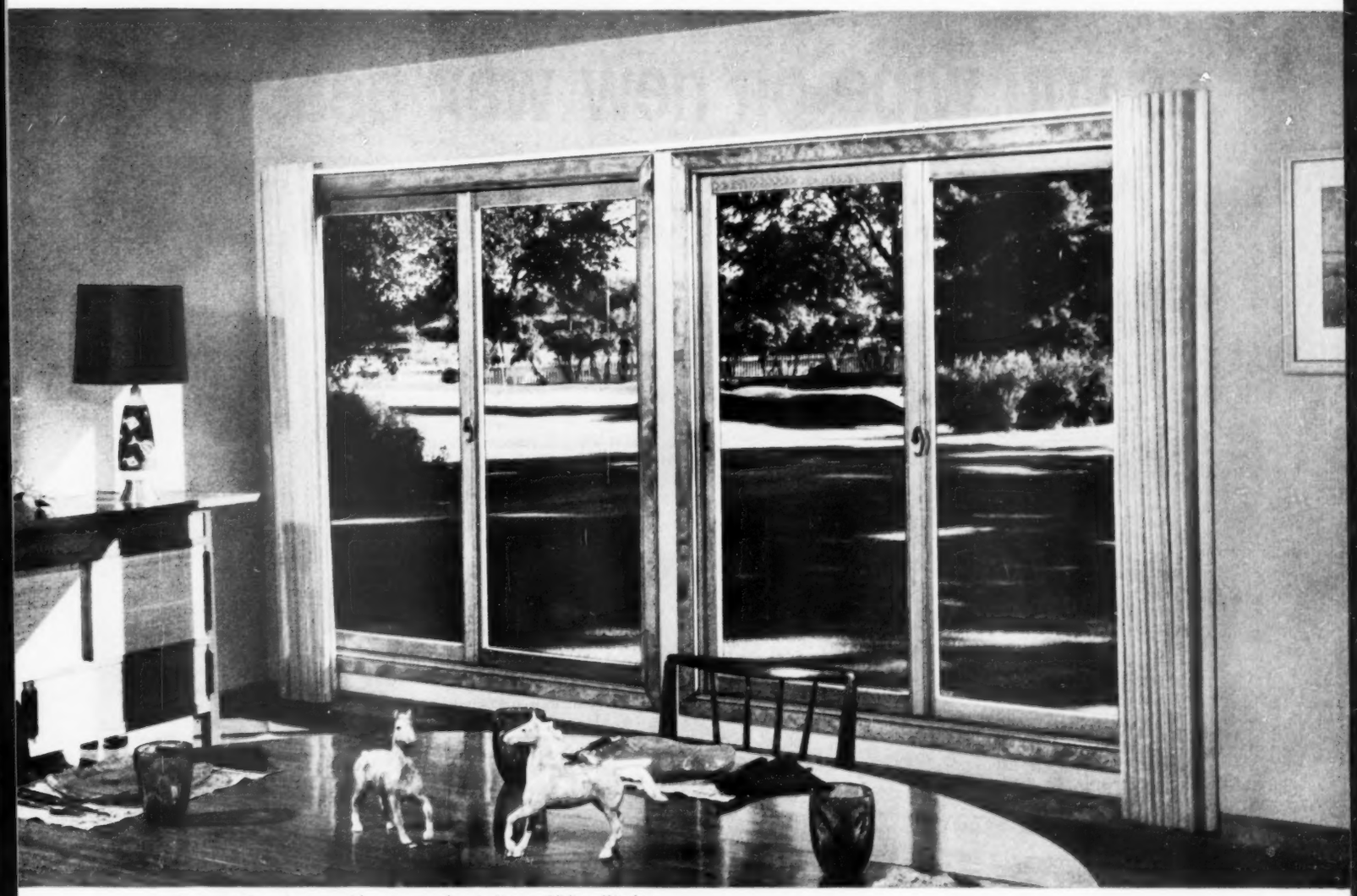

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You can set these for different heights, levels, or whims to perform many jobs

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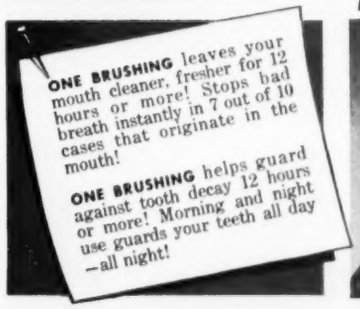
Photographs: Hopkins

Tiptop table. Tray can be raised to 26½ inches to fit over your lap while you eat dinner casually and watch TV.

Or, if you like, lower tray to 22½ inches and use it as end table next to your chair. Or you can use table at bedside or as sturdy desk for your youngsters. Surface is stain-resistant metal and comes in coral, chartreuse, dark green, or yellow.

More on page 108

LATER—Thanks to Colgate Dental Cream



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THE FAMILY CAR

Cost-free miles

By Keith Monroe

Some of the smartest drivers in the world get together each April for a queer kind of race—a race from which every car owner can benefit.

These drivers take to the highway in brand-new automobiles. For three days, they drive a tough course through cities, over mountains and desert, competing to coax the most mileage from every gallon of gasoline. The tricks they use to get more mileage can be used by anyone.

No driver in this race breaks any speed laws—although he is required by contest rules to make rather fast time. He just drives cleverly and thriftily, which is enough to get him through traffic as fast as most of the motorists who are constantly outspeeding him. Meanwhile, he is using less gasoline than they do. The average of all cars entered in the race last year was 22.3 miles per gallon.

Nobody cared who crossed the finish line first; that wasn't the purpose of the race. Yet, none of the entries dawdled along to use subnormal quantities of gasoline. They would have been disqualified if they had, because there was a time limit on each day's leg of the race. Their average speed was only a fraction under 45 miles an hour throughout three days of stop-and-go, zigzag-and-straightaway driving for 1,200 miles.

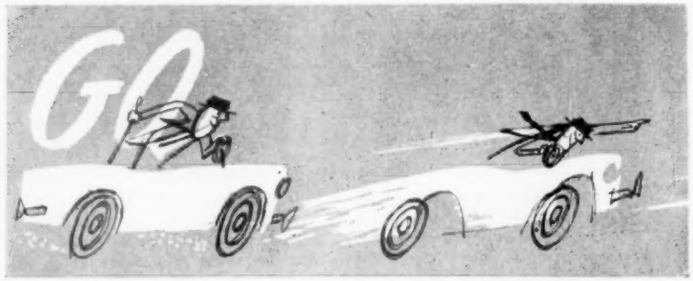
This race was the annual economy run, in which the new models of most American-made automobiles are pitted against each other to see which get the best mileage. The competition is rigidly supervised by the American Automobile Association, and the results are certified and published in the newspapers.

Lots of winners

Readers are sometimes baffled by what they read about the economy run. Actually, there are no conflicting claims. There *are* a lot of winners. Here's why. The economy run is more like a track meet than like a marathon—it is many races in one. Cars compete in seven different classifications, according to their price bracket, and there is a winner in each class. These winners are computed on a basis of "ton-miles per gallon" (weight of car and passengers in tons, multiplied by mileage, and divided by gallons of gas consumed).

In addition, there is the sweepstakes award, for whichever car has the best ton-mileage figure of all cars entered.

The quickest way to drain your gas tank



Jet getaway — Fast

from a tank of gas

And there may be a few other cars which don't win trophies, yet make the best records in actual miles per gallon, a figure that means much more to the average motorist. These cars are entitled to advertise that they got the "highest mileage" in their class.

Some people doubt that their own new cars can get as good mileage as the same model does in the economy run. After the results are published, there are always a few irate motorists who rush to their dealers and complain, "Either there's something wrong with the car you sold me, or there's something faked in the economy run. Your entry got 23 miles per gallon, but I only get 17 with the same kind of car."

"You're just not a smart driver," the dealer may reply. If challenged, he often proceeds to prove it. He may get behind the wheel of his customer's car for a 5-mile test run, and drive it as it should be driven. The saving always startles the owner.

Copy techniques—save gas

Whatever the weight and price of your car, whatever its age, you can get at least 5 more miles per gallon if you copy the techniques used by expert competitive drivers. These economy tricks don't require high skill. They just call for a little patience, knowledge, and forethought. Here they are:

Snap shifting. Expert drivers go into high gear by the time they are moving 15 miles per hour. Low gear may eat up 50 percent more fuel than high does, and second gear uses 15 to 20 percent more, when a car is moving even as slowly as 20 miles per hour. Get into high gear quickly.

Slow getaways. The jack-rabbit start to beat another driver is one of the commonest and silliest faults of many motorists. An expert doesn't gun his motor except in dire necessity. He knows that a fast pickup can cost 60 percent more gas than normal driving.

Looking ahead. Why keep your foot on the gas if there's a red light a block ahead of you? Time after time, throttle-bouncing drivers approach a stop signal like a runner sliding into second base—they dash up to it at breakneck speed, then slam on the brakes at the last moment. Meanwhile, the smart driver, left [*Turn to next page*

driving —✳— **Screeching stop** →

Keep ScotTowels handy in the nursery to wash furniture. Save laundry

Save work all over the house -with "many-use" ScotTowels!

CLEAN BASIN, all bathroom fixtures with sturdy ScotTowels. You can use ScotTowels like a cloth with any soap, cleanser, polish. So strong, even when wet they don't shred or fall apart.

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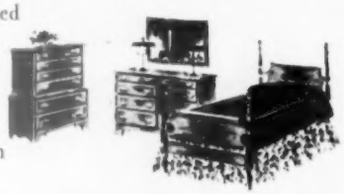

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Enclosed is ..... in coin for your decorator booklets at 25¢ each.

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City..... Zone..... State.....

Cost-free miles from a tank of gas

Begins on page 10

behind at the last traffic light, has made a slow, easy start and has drifted along, watching the next light. He times himself so he reaches it after it turns green, and so he rolls past without having to touch his brakes or shift gears.

For similar reasons, a smart driver always watches traffic situations far ahead. If slow-moving vehicles are blocking all lanes, he slows down long before he's on top of them. Why should he waste gas by approaching them full tilt, and waste more gas by sudden braking when he gets to them? Three to 7 cubic centimeters of gasoline are wasted every time you spill gas out of the bowl by abruptly tramping on the brake pedal, according to Ralph De Palma, veteran king of the world's automobile drivers.

Easing up. Les Viland, a frequent winner in economy runs, has proved that a car can get 20 percent better mileage simply by staying under 55 and easing through traffic patiently enough to avoid braking hard at boulevard stops or traffic lights. Economy-run drivers tread so lightly on the throttle that many of them wear a bedroom slipper for delicate feel. A gentle, steady touch keeps the car rolling at an even speed and saves gasoline. When you drive 65 miles an hour, you are spending 3.86 cents per mile for gas, on the average. But, when you drive at 35, you spend an average of only 1.44 cents.

Moreover, any sudden speed-up to pass another car jostles gas out of the bowl as well as spurting it wastefully out the exhaust. Weaving in and out of traffic means more use of the brakes—and gasoline. The better the driver, the less he has to use his brakes. He not only treads lightly on the gas; half the time, he isn't stepping on it at all. He's coasting, letting the engine do the braking as he approaches intersections or in traffic.

Filling up. By filling the gas tank often, you save money. Air in the tank mixes with gas, leaving moisture which is hard on the motor.

Watching wind resistance. Luggage racks, sun shields, and other extra equipment on the outside of the car add to its wind resistance, thereby causing it to use more gasoline. The same principle applies to open windows. In the keenly competitive economy run, drivers keep all windows tightly shut no matter how hot the weather. Nor do they turn on cooling systems. That uses up gas, too.

These drivers watch tumbleweeds, trees, and even stray bits of paper to see how the wind is blowing. They drive slower when bucking head winds, and make it up on the downgrades or when they have tail winds. On upgrades, the experts leave their motors in high gear until the speed drops to about 25 miles per hour.

Idling with care. Racing an idle motor is a common fault that crops up at stop lights, or when starting a car. Don't race your engine. And don't use the clutch to hold your car on a hill; the brake is safer and thriftier. When you are parked, always shut off your engine. Viland estimates that idling costs most people 1 to 2 percent more gasoline.

Using the windshield wipers. Here's a last-resort stratagem to remember if your tank is almost dry and you're trying to eke out the distance to a gas station. Turn on your windshield wipers! If it is a vacuum-type wiper, it will make each drop of gasoline take you a little farther. One smart driver discovered this stunt in an economy run a few years ago, and got phenomenal mileage by keeping the wipers going for 800 miles. The rules were tightened thereafter to prevent use of wipers except when genuinely needed.

Sparing the choke. Be sure the choke is pushed in as soon as possible after starting. If it's automatic, make sure it's in adjustment.

The above techniques will give any car better mileage, especially in the stop-and-start driving which most of us have to do every day. However, to equal the mileage records hung up in the economy run, you would need to put your car in tiptop condition.

You should adjust the carburetor for a lean mix and a low idle. A richer mixture (more gas with the air) will give you a quicker getaway and more speed, but you'll pay for it in fuel costs.

You also should ask a good mechanic to check your spark timing. An overretarded spark robs you of power, while an overadvanced one means that you waste power. Either way, your gas bill goes up.

A carburetor correction is needed about every 14,000 miles. A really expert tune-up can add 4 to 6 miles per gallon of gas. It's well to remember, too, that timing and carburetor are not always properly adjusted, even on new cars.

The air filter should be kept clean, and the exhaust lines and muffler changed every 30,000 miles. Ask a good mechanic about the right oil weight for your car. De Palma figures that the wrong oil weight can cause a loss of as much as seven-tenths of a mile per gallon.

As soon as you're sure that your car is in good shape and that you are driving it smoothly and expertly, you can stage an economy run of your own to test yourself. Jot down your speedometer mileage when you have the tank filled. As soon as you need gas again, fill the tank once more. Write down the new reading and gas needed.

The first reading minus the second reading, divided by the gallons you used equals your miles per gallon. To get an average, keep the record for at least five fillings. If you've followed the rules, you too can brag about your mileage!

SIMPLE AND EFFICIENT—The ***Bell Solar Battery*** is made of thin, specially treated strips of silicon, an ingredient of common sand. It needs no fuel other than the light from the sun itself. Should theoretically last indefinitely, since it has no moving parts and nothing is consumed or destroyed.

New Bell Solar Battery Converts Sun's Rays Into Electricity

Bell Telephone Laboratories demonstrate new device for using power from the sun

Great and kindly is the sun. Each day it bathes the earth in light, bringing life to everything on earth.

Scientists have long reached for the secret of the sun. For they have known that it sends us nearly as much energy daily as is contained in all known reserves of coal, oil and uranium.

If this energy could be put to use there would be enough to turn every wheel and light every lamp that mankind would need.

Now the dream of the ages is closer to realization. For out of the Bell Telephone Laboratories has come the ***Bell Solar Battery***—a device to convert energy from the sun directly and efficiently into usable amounts of electricity.

Though much development remains to be done, this new battery gives a glimpse of future progress in many fields. Its use with transistors (also invented at Bell Laboratories) offers far-reaching opportunities for improvements and economies in telephone service.

A small ***Bell Solar Battery*** has shown that it can send voices over telephone wires and operate low-power radio transmitters. Made to cover a square yard, it can deliver enough power from the sun to light an ordinary reading lamp.

Great benefits for telephone users and for all mankind will come from this forward step in harnessing the limitless power of the sun.

BELL TELEPHONE SYSTEM

How to protect your invited guests from an uninvited one!

IF YOU were to burglarize a house, you might very well be attracted by one in which the owners were busy entertaining guests.

Time after time, *real* burglars are . . . and hosts are faced with the embarrassment that follows a theft in which their guests sustain serious losses.

That's why the Travelers Residence and Outside Theft Policy includes protection for your guests against losses of otherwise uninsured property.

This practical policy also covers such expensive losses as the damage from vandalism or malicious mischief. It protects property taken from your garage or outbuildings, too.

You'll want to hear about *all* the advantages of the Travelers Residence and Outside Theft Policy, not the least of which is that it costs mere pennies a day! So call your Travelers agent as soon as you have a free moment.

Better still, *make* a free moment now.

If you don't know the name of your nearest Travelers agent, just fill out and mail this coupon.

YOU WILL BE WELL SERVED BY *The Travelers*

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40,000 REPRESENTATIVES TO SERVE YOU COAST TO COAST

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B. H. & G.—9-54

How to do outside

You can't afford to wait until next year to give your house the coat of paint it may need this fall. Do the job yourself with a few inexpensive tools and these tips

You can't put off painting your house expecting to save money. In fact, it actually costs you more *not* to paint, simply because wood not fully protected against the elements quickly rots away, making costly repairs necessary.

The time to paint is the time when all you need to do is dust off the surface and recoat it. If you postpone the job until you have to scrape and burn off a lot of cracked and peeled paint, the surface has to be carefully smoothed and properly prepared—and sometimes replaced—before you get around to swinging a brush.

Painting your house yourself isn't as hard as it sounds. You can spread a lot of paint in a day. The key tools you may need to buy are a paintbrush or two, a scraper, perhaps a calking gun, and putty knife—all tools you need anyway.

Why not step outside and see if your house has assumed a worn and battered appearance while you weren't looking? Has the siding lost its gloss? Trim fading, too? Windows need looking after? How about the gutters? A coat of paint now, during the dry fall months, may add years to the life of your house, and also add to its value.

Tools you may need to paint your house include a good 4-inch paintbrush, scraper, calking gun, hammer, screwdriver, wire brush, ladder, and canvas dropcloth. A 2-gallon galvanized pail makes an excellent container for mixing, and serves as a paint pot, too.

Plan your painting project before you start. Then buy the paint, calking and glazing compounds, plus tools you need. This saves time traveling to the paint store to pick up forgotten supplies.

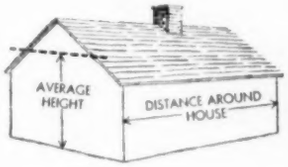
painting

By Richard Nunn

Stand ladder a safe distance from walls—about one-fourth its length away from the house. Make sure it is firmly based by standing on bottom rung, and be sure it's square against the side of the house. Have a friend hold the bottom if it must be at a wide angle

Multiply distance in feet around house by its average height, plus 2 feet for good measure, to get square feet of surface to paint.

One gallon of finish covers about 500 square feet, but check label on cans of paint you buy.



Photographs: Stanley

Mix paint in larger bucket. First pour the greater part of liquid into it. Then loosen up settled pigment in the original container and stir it until it becomes creamy.

Now add liquid from bucket, a little at a time, and stir it in. Complete job by pouring paint back and forth from one container to the other. Reseal and use as needed.

More on page 182

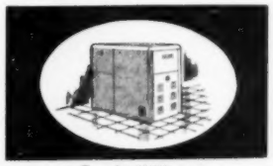
OIL-O-MATIC users report they save up to 30% on fuel bills!

You can save, too!

Find your nearest Williams dealer listed under "Furnaces" or "Oil Burners" in classified yellow pages of your telephone directory. Call him! He will gladly estimate the actual savings you can expect when he installs your new Oil-O-Matic or Gas-O-Matic equipment.

Eureka Williams
OIL-O-MATIC

Winter air conditioners, boiler-burner units, conversion burners—featuring the world's original *Metered Low Pressure*, which cuts your fuel costs up to 30%. Approved by Underwriters' Laboratories.



Eureka Williams
GAS-O-MATIC

Winter air conditioners, gravity furnaces, conversion burners—featuring exclusive, fuel-saving *Metered Flow Pressure*. Approved both by Underwriters' Laboratories and American Gas Association.

Eureka Williams
AIR-O-MATIC

Summer air-condition your entire home for far less than you think! It's already more than *half paid for* if you have installed Oil-O-Matic or Gas-O-Matic Winter Air Conditioning, because Air-O-Matic can be easily added to these or any other approved forced warm air system. Five-year guarantee. Approved by Underwriters' Laboratories.

Learn the big difference in oil heat—cut fuel costs 3 ways!

Oil-O-Matic, the original *Metered Low Pressure* (created by *Williams* more than 35 years ago) cuts heating costs 3 ways: (1) Burns the new catalytic oils that give more heat per dollar. (2) Meters oil drop by tiny drop exactly as needed. (3) Burns oil completely by *double blending* oil and air for a hotter, cleaner flame.

What's more, with its original *Metered Low Pressure*, Oil-O-Matic lasts twice as long as ordinary burners, requires *no* expensive service. Its oil-air nozzle is guaranteed *for life!*

Plus NEW LOW PRICES!

Now *every* home can afford the comfort and economy of a *Williams* Oil-O-Matic, the original *Metered Low Pressure* oil heat. Call your dealer for free heating survey of your home and for estimate based on new low prices.

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Please send me FREE copy of valuable booklet, *Oil Heat Buyer's Guide*, name of my nearest *Williams* dealer, and additional information on (check which):

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☐ GAS-O-MATIC Gas Heat
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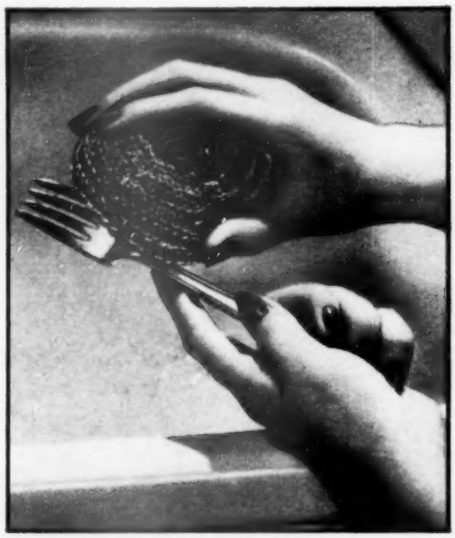
TUFFY® washes dishes faster, easier

THAN ANYTHING IN YOUR KITCHEN NOW

—because only TUFFY is tough enough to scrub crusted pans yet gentle enough to wash finest china and silverware

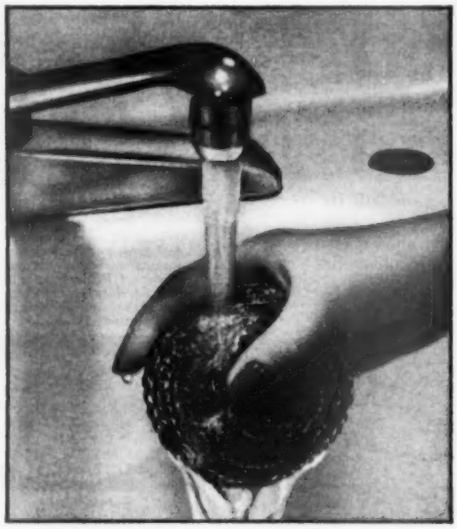
Look how one clean TUFFY replaces soggy dishrags, mops, sponges, messy brushes

TUFFY cleans glued-on food from plates, without the rubbing, you must do with dishrags, mops, sponges. TUFFY never scratches.



TUFFY washes sticky food from silverware, gets down in fork tines where you dig with fingernails when using soggy dishrags, sponges, mops.

TUFFY scrubs crusted food from pans, does gooey jobs that clog and bend the bristles of a brush. Then TUFFY rinses out clean and fresh.



TUFFY rinses out clean under the tap, because no food can stick to its amazing "wonder-mesh" fibers. Leave TUFFY out on your sink.

TUFFY cleans the kitchen sink. Just sprinkle powder... rub... and even ground-in sink stains disappear! TUFFY can't harm porcelain.

TUFFY SCRUBS YET DOESN'T SCRATCH

never smells, never sours—because it rinses clean

at grocers everywhere

Guaranteed by Good Housekeeping

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Have you heard?

Latest Garden News

By Dr. R. Milton Carleton

New outlook on tall corn

Tall corn, once the pride of the Midwest, is under hopeful scrutiny by economy-minded experts. They want to shorten it.

They say there's just too much waste—space, plant food, water—in growing corn 10 feet tall to get two 12-inch ears. Corn doesn't have to grow that tall to make big ears, say scientists at the Illinois College of Agriculture. So they are testing 50 strains of corn that grow from 2 to 5 feet tall.

If short-stalked sweet corn can be developed from these strains, this crop will become a lot more practical in home gardens.

Acid dip stops gladiolus rot

Peracetic acid looks like a good control for storage rots in gladiolus corms. Reporting to horticultural scientists at Madison, Wisconsin, Dr. Benjamin Wolf showed that a 5- to 10-minute dip in a solution of the acid cut the number of infected bulbs to one-fourth as many as in the untreated, control group.

Plant-food form improved

Soil chemists have given gardeners another new tool. It is a new family of plant foods called "chelated" compounds.

The term "chelated" describes to chemists how the compounds are formed, and how they will react when subjected to chemical action in the soil.

Their characteristic stability—which keeps them from combining with other chemicals in the soil and thus becoming unusable by plants—makes them important to gardeners. They remain soluble and usable by plants for a long time after they are applied to the soil.

By applying phosphorous and potash in chelated form, you can use less plant food, and add it less often.

A chemical formulation, tentatively named K-Phos, will be included in some commercial plant foods—possibly by 1955.

Sulfa drug helps elms

Wetwood, a disfiguring disease of elms, has been controlled experimentally with sulfanilamide. This early "wonder" drug has all but been lost sight of since the coming of antibiotics, but apparently does the trick on elms where other materials have failed.

Dr. Curtis May reports in the bulletin of the National Shade Tree Conference that a teaspoonful of sul-

More on page 233

New KIRSCH
WINDOW DECORATING
Ideas Galore!

IN FULL COLOR

only 50¢

32 PAGE BOOK OF
Fresh, Exciting
ROOM TREATMENTS

Help yourself to new home beauty! Never before such a stimulating and inspiring collection of beautiful room pictures, complete with practical guidance for obtaining the effects shown.

- More than FORTY full-color room illustrations, traditional and modern.
- Over SIXTY window treatment ideas in all, including how to "widen" windows and what to do with problem windows and corner windows.
- A fascinating section on COLOR!
- Instructions for making curtains, draperies, including Kirsch *Easypleat*.

Built right into every copy of "*Window Inspirations*" is a unique "slide-rule" color guide that enables you to select — at a glance — colors that "go together."

SEND FOR YOUR COPY!

Don't wait—mail coupon today! Enclose 50¢, or better still, send a dollar and have an *extra* copy to pass along.

Kirsch
DRAPERY HARDWARE

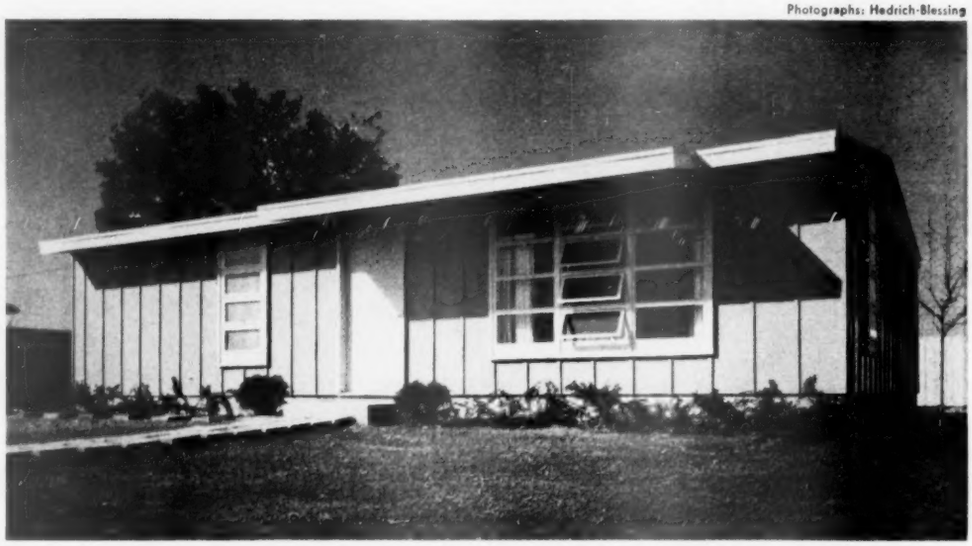
KIRSCH CO., 312 Prospect, Sturgis, Mich.
Gentlemen: Enclosed ☐ 50¢ for one copy of "*Window Inspirations.*" (OR) Enclosed $1.00 for TWO, so I will have an *extra* copy to give away to a friend.

Name_____
Address_____
City_____ State_____

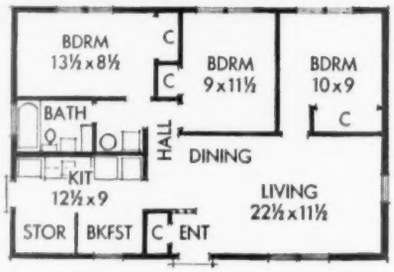
This house is built to sell for less

An Indiana builder offers a three-bedroom house for only $6,195—$500 down and $40 a month!

Photographs: Hedrich-Blessing



Another part of the story of how this builder got a lot of house for every dollar invested. Simple design requires less material and less labor. Choice of exterior finishes includes fiberboard with batten strips, or redcedar lap siding, painted or stained



Small house, but well-directed space means getting more out of minimum square footage. Entry is located to bypass main living area

Here's how a family earning $180 a month could buy this house

Let's call on Ted and Mary Morris, a make-believe family, but typical of many others. Ted is earning only $180 a month.

Under Title I, Section 8, the F.H.A. allows the Morrises to borrow $5,700 with terms up to 30 years at 4.5 percent.

The Morrises make the minimum down payment, 5 percent or $300, buying a $6,000 house. They plan to pay their $5,700 mortgage off in 25 years. Here is their monthly plan:

Principle and interest	*$31.69*
Mortgage insurance	*2.30*
Monthly payment	*$33.99*

With taxes and casualty insurance (not more than $10), their monthly investment amounts to $43.99.

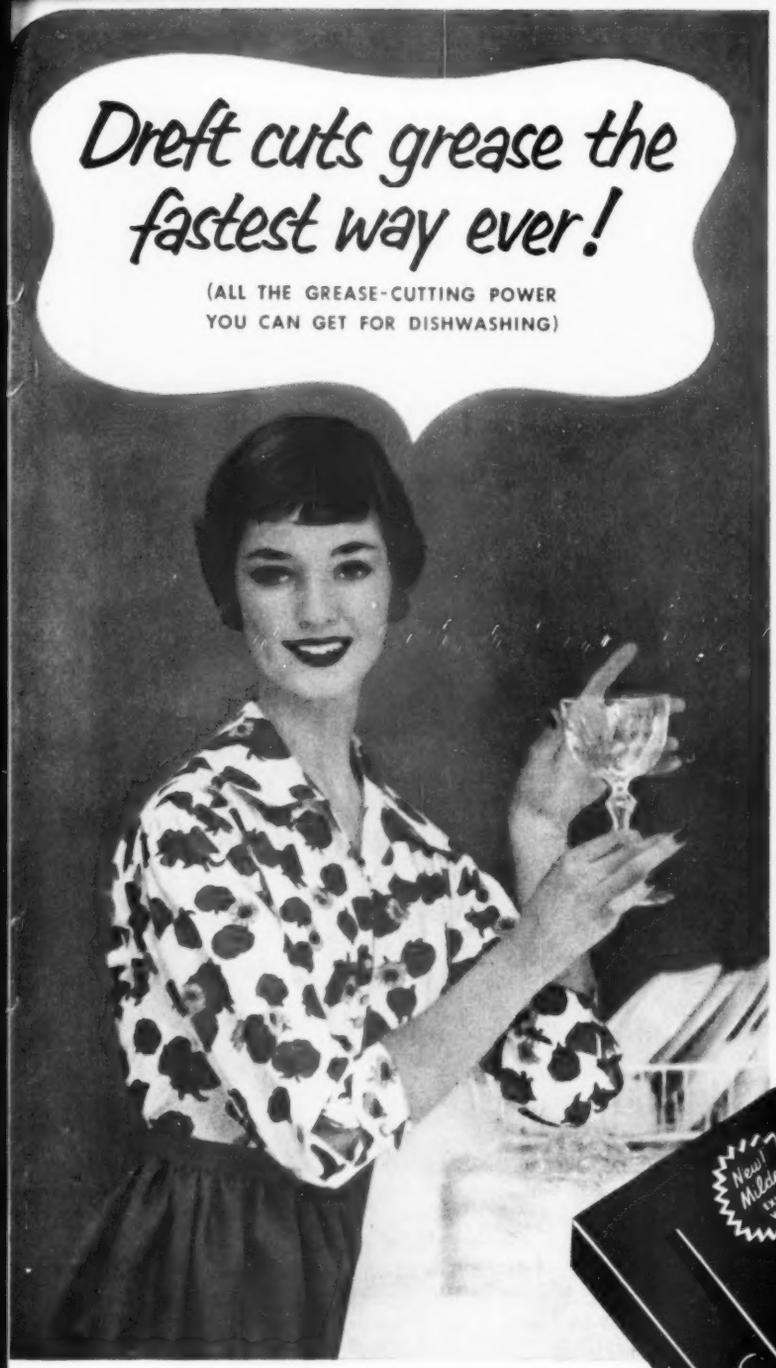
Builder V. A. Place of South Bend, Indiana, offers a complete three-bedroom house for $6,195, lot included! And it's one of the best-looking, best-built houses priced for the family with a $45 average weekly income.

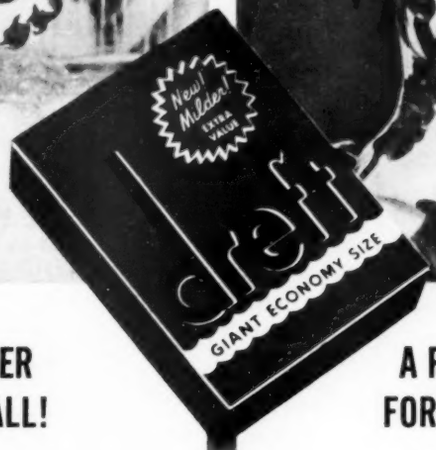
How did Builder Place do it? In any price range, size will show up in cost. This $6,195 house is small—just 864 square feet. But that still amounts to only $7 per square foot to build —including a $700 lot. So, though size is held down, a combination of other economies really accounts for the unusual price tag on this house.

First, under Title I, Section 8, of the National Housing Act, certain F.H.A. requirements are eliminated to lower the builder's expenses and to make financing easier for the buyer.

For example, Section 8 allows Builder Place to sell his houses in a subdivision with only gravel or crushed-rock streets as long as they offer all-weather access. Decorating, landscaping, exterior painting, and trim can be left up to the customer. You can do your own work as your budget allows. It's your best chance to make your ideas more than just a file full of clippings. And there's a special pride when you can say, "We did it."

Also, this is a *precut* house. Precut is a term you're going to hear more [*Turn to page 21*





ACTUALLY GETS DISHES CLEANER ...WITHOUT ANY WIPING AT ALL!

New, mild Dreft is a special dishwashing detergent. *Without any wiping at all*, Dreft gets dishes cleaner—cleaner than when you wipe and polish, too.

Instant-sudsing Dreft gives you the best possible grease-cutting power you can get. Dishes practically wash themselves. *You* just rinse and let drain dry. Forget about wiping. With Dreft, your dishes will shine!

Yet with all its wonderful grease-cutting efficiency, Dreft is gentle . . . it actually pampers soft, smooth skin. So you get *both:* speedy dishwashing *and* safety for hands!

A REAL PLUS! WONDERFUL SAFETY FOR YOUR PARTY-PRETTY HANDS!

Now—a dishwashing detergent that is safe for hands—even more neutral than the mildest complexion soap. New, mild Dreft! It contains *no harsh ingredients.*

Think of it! Gentle, neutral suds that actually pamper soft, smooth skin. That means a lot to every woman who's proud of her hands, but must do dishes every day!

Yet remember—Dreft cuts grease the fastest way ever. So you get *both:* safety for hands *and* speedy dishwashing.

GET DREFT AND GET BOTH

dreft *–for cleaner dishes without wiping*

dreft *–for the safe care of your hands*

Colors shown are Gulf Gray with White 5521, Brazil Brown with White 5722, Red Wing Red with Maroon 5333, and Yosemite Yellow with White 5832—selected from the beautiful range of Goodyear ALL-Vinyl Flooring hues.

NO grease-spotted walls!

NO costly, dirt-catching metal trim on counters!

NO baseboards to clean!

NEVER NEEDS WAXING!

NOTHING quite equals the carefree protection and lasting beauty Goodyear ALL-Vinyl gives to floors, walls and kitchen counters!

You'll quickly discover why, the moment you compare exclusive Goodyear ALL-Vinyl Flooring with any other "vinyl"-type material on the market.

Special *all*-vinyl compounding gives it greater wear- and scratch-resistance—superlative resistance to denting and staining.

Exclusive factory pre-polishing gives it the amazing, natural, lasting luster which makes Goodyear ALL-Vinyl *never require waxing!*

The *all*-vinyl construction—with excellent flex strength both laterally and longitudinally—makes it possible to curve Goodyear ALL-Vinyl to virtually any coving contour. Good-bye dirty baseboards and counter-top trim!

Why not say hello to your nearest flooring dealer and see for yourself—see Goodyear ALL-Vinyl in its bewitching range of stunning decorator colors?

FREE DECORATOR'S BOOKLET

including color chart and room suggestions! Address postal card to: Goodyear, Flooring Dept. U-8312, Akron 16, Ohio.

It's just like having EXTRA HELP in your kitchen—with

GOODYEAR All-Vinyl Flooring

FLOORS • WALLS • COUNTER TOPS—BY THE TILE OR YARD

Built to sell for less

Begins on page 18

Two-foot roof overhang is doubled in width over entrance and largest block of windows in living room. Center panel is of awning windows for ventilation; side panels are fixed. All other windows are awning type. Rafters (2x6) are exposed under eaves for pattern, to save cost of covering

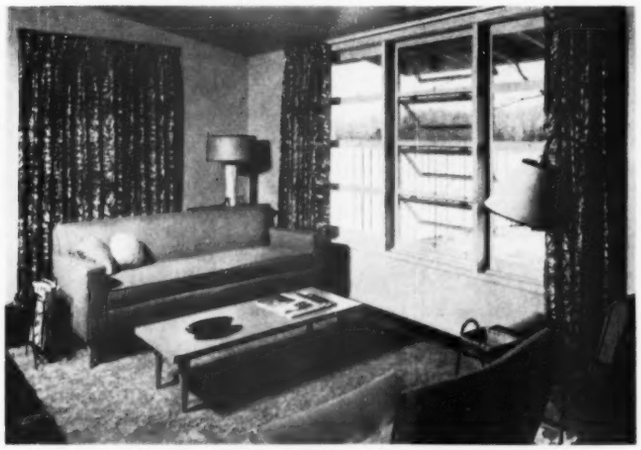
and more about in your home-building future. It means elimination of waste. It means savings in time, labor, and materials. By producing wall panels, studs, joists, rafters in numbers, under shelter away from the site where weather isn't a working factor, you have the same assembly-line efficiency that made automobile ownership possible for you as well as your rich Uncle George.

By precutting materials. Place is able to ship the structural "parts" needed to build this house to builders within a 250-mile radius of South Bend.

Here, simplicity works for you to reduce costs in many ways. In plan: William Weist designed a rectangular-shaped house (36x24) for easier framing, more-flexible room arrangement. In design, lines are straight, clean. Also, there is no conventional ceiling, so rooms have a more spacious air and greater interest with the ceiling following the easy slope of the roof.

Inexpensive but sturdy materials are used throughout. Walls and ceilings are gypsum board. Floors are concrete 4 inches thick. Exterior is either fiberboard and battens or redcedar lap siding.

Plumbing in the kitchen and bathroom is back-to-back for additional savings.



In an area 22½x11½ feet, there are four zones open to one another, making all seem larger (living, dining, entrance, and hall). In the living zone, furniture is arranged to create separation from the entrance (behind chairs at right). Roof overhang proves an effective antidote for glare of summer sun on big window area in living zone

More on next page

New space-saving Air Conditioner Cools your entire home

Located in the attic, basement or outside the house, this Westinghouse unit cools every room at the same time.

Space scarce? No basement? Want to air condition your entire home—without a big, bulky unit? Then call your local Westinghouse Air Conditioning dealer. Ask him about the new 2 ton UNITAIRE®. It connects easily into any forced warm air heating system to cool the average home.

Just 23 inches high; 30 inches wide; 37 inches long—it saves space two ways. First because of its extremely small size . . . and secondly because it can be mounted on the basement ceiling or floor, attic crawlway, or completely hidden in a closet.

Cools your entire home without using water.

By adding an air-cooled condenser to the UNITAIRE, *you completely eliminate the need for water.*

Your local Westinghouse Air Conditioning dealer is listed in the Yellow Pages of your phone book. Call him for details on the space-saving UNITAIRE. Or write directly to Westinghouse Electric Corporation, Air Conditioning Division, Dept. BH9, Hyde Park, Boston 36, Mass.

WESTINGHOUSE AIR CONDITIONING

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J-80414

Time after time after time...

For only a fraction of a cent
Calumet Baking Powder
insures baking success!

Save to ½ by mail

Make your own drapes from our fine fabrics

Free instruction booklet
Pleating tape, traverse rods, pin-hooks available

- **Carabao Nubby Weave $1 a yard**
  Turquoise, Spruce, Seafoam, Lime, Leaf Green, Light Beige, Fawn Beige, Rose Beige, Tearose, Cocoa, Ice Pink, Rosedust, Ashrose, Natural, Straw, Gold, White, Grey.
- **Carabao Shantung Weave $1 a yard**
  Grey, Beige, Lime, Rosedust, Turquoise, Cocoa, Gold, Mint Green, Hunter Green, Seafoam, Celadon, Red, Off White.
- **Carabao Textured Weave $1 a yard**
  Celadon, Red, Lemon, Ashrose, Hunter Green, Eggshell, Lime, Wine, Beige, Leaf Green, Grey, Gold, Brown.
- **Carabao Sheen Weave $1 a yard**
  Red, Celadon, Brown, Eggshell, Gold, Hunter Green, Beige, Lime, Wine, Driftwood, Ashrose, Lemon, Leaf Green.
- **Carabao Metallic Print Shantung $1 a yard**
  Rose, Gold, Grey, Copper, Seafoam, Beige, White.

Custom Made Drapes
approx. $1.50 a yard

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Continued from preceding page

Dining zone is just steps from kitchen across a hall. Furniture arrangement gives the effect of separate rooms without partitions. This house shows how you can get a greater impression of space with sloping rather than level ceilings. The ceiling follows low roof pitch

Second dining area in kitchen is for eat-and-run or family breakfasts. Windows were located wherever family would logically gather. Storage space and clothes dryer are beyond partial wall at center. Door (right) is to side yard, where garage or carport could be attached

This is the third bedroom for a family that needs one. But its location off living room also makes it ideal for family study or activity room. A third bedroom or such get-away-from-it-all areas are rare in houses this size. Seven-foot-wide closet is just to the right of bed. High windows in bedrooms allow versatile furniture arrangement, privacy

More on page 198

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There's news in medicine when—

- ▶ *"Super" cortisone brings relief to arthritics*
- ▶ *A pill drives away the blues*
- ▶ *Hormones make middle-aged women look younger*
- ▶ *A new ulcer drug promises relief*
- ▶ *Atomic medicine helps heart patients*

By John Geiger

A new supercortisone, 100 times more potent than the original hormone and 25 times more powerful than hydrocortisone, brings dramatic improvement to victims of crippling rheumatoid arthritis. One patient, confined to bed for months, was able to sit up in two days and began walking six days after receiving the new compound, 9-alpha-fluoro-hydrocortisone. Benefits appeared in 6 to 14 hours in every case. Dr. Edward W. Boland of Los Angeles reported these results of preliminary trials on a very few patients, and his findings were confirmed by teams from the National Institutes of Health and Harvard University. Many more trials must be made before the benefits—and possible toxic side effects—of the supercortisone tablets are well understood. If the bright promise holds up and the drug is released for general use, the researchers estimate, it might help more than 50 percent of all arthritis victims.

A new victory over cancer may be locked in the secrets of the body's "boss gland," the pituitary. The tiny, fingernail-size organ at the base of the brain sends out hormones that trigger the adrenals, regulate the sex glands and thyroid, promote growth, and perform an amazingly complex series of other functions. And something in the pituitary hormones promotes the growth and spread of some cancers.

Three big groups of medical researchers, working with cautious skill, have removed the pituitary glands of 55 last-ditch cancer patients. The results, though preliminary, are hopeful. At the very least, the doctors reported, the delicate operation may prolong life and ease pain in the last stages of cancer.

Dr. O. H. Pearson and his associates at Memorial Center and New York Hospital performed the surgery on 39 patients. Two of five with breast cancer showed real benefit, as did one of three with cancer of the prostate gland. A dozen patients are still alive. The brightest report came from Dr. Jose A. Schutte of Havana, who tried the operation on a dying woman who had already lost both breasts to a vicious, fast-spreading malignancy. The spectacular result: The housewife is alive and well today, 18 months later, and almost every sign of cancer has disappeared. There must be at least five cancer-free years, however, before doctors can think of pronouncing her cured.

Removal of the pituitary brought startling improvement to some victims of juvenile diabetes, a serious form of the disease which affects kidneys and blood vessels and often causes death. Dr. Laurance Kinsell of Oakland, California, found that the operation cut insulin requirements 80 percent and converted the diabetes to a mild form in four cases.

A pill that drives the blues away has given a gentle, sustained—and badly needed—lift to housewives and factory workers alike. Dr. M. L. Bankoff and B. M. Kohrman of Michigan City, Indiana, reported that two or three daily tablets of the new drug, Plexonal, soothed anxieties and nervousness and banished even severe depression in nearly all of 57 patients. If these early results are confirmed, the doctors believe, use of this new mixture of barbiturates and two "antiblues" chemicals may keep many temporarily unhappy people from sliding downhill into really serious emotional states.

Sex hormones can give women a drink at the fountain of youth after they reach middle age, contributing to buoyant health, a more youthful figure, softer skin, and emotional fulfillment, according to Dr. E. Kost Sheldon of the University of California at Los Angeles. He emphasized that the estrogens must be used cautiously under a physician's supervision, and only by those women whose aging is definitely attributable to a hormone deficiency. In many such cases, the sex hormones were credited with adding life to the years that medical science has tacked onto the woman's lifespan, enabling her to "hold her own with women even 20 years her junior."

The anesthetic of the future may prove to be a new drug that makes people insensible to pain but leaves them conscious, able to move and obey orders—yet with no memory of the operation after it's all over. A report by Dr. John S. Lundy, chief of anesthesiology at the Mayo Clinic, indicates that this prospect may be just around the corner. Doctor [*Turn to page 29*

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There's news in medicine when—

Begins on page 26

Lundy injected a new anesthetic drug, Dolitrone, into the veins of 127 surgical patients. Even with preoperative medication and the addition of some nitrous oxide gas anesthesia, the patients stayed relatively wide awake—but free of pain. Their pulse, blood pressure, and respiration were normal, and the heart was strong and steady. Better yet, there was little postoperative sickness and the need for pain-killing drugs like morphine was cut sharply.

In one case, Dolitrone was tried on a little 3-year-old girl with extensive burns. Changing the dressings was so painful that deep anesthesia was necessary each time. With Dolitrone, the child felt no pain—but she was able to move her arms and legs on command to help the doctors speed the job. Doctor Lundy believes the new anesthetic may be of special value in childbirth, because the mother would be able to obey her doctor's instructions on "bearing down" and hastening delivery. Since she would retain the ability to use her muscles, her blood-circulation rate would be good, assuring adequate oxygen for the child in the critical moments just before birth. In another report, Dr. Joseph Artusio of New York Hospital said he had induced a similar analgesic state, in 110 patients undergoing delicate heart operations, with diethyl ether gas.

Ulcers—bane of 4 to 10 million Americans—seem to be influenced by the weather. Drs. Russell S. Boles and Maxwell Westerman of Philadelphia found more hemorrhage from gastric ulcers in January, February, April, May, and June, with the peak for duodenal ulcers—the commonest kind—in the October-to-March period. There was always a lull in spring and summer. It's about time doctors concentrated less on the question of stomach acids and took a long look at factors like social and economic status, geography, sex, race, color, and even religion as possible ulcer producers, the report said. One mystery: Why are ulcer hemorrhages so frequent in truck and taxi drivers, policemen, and others doing heavy labor?

But, for those who have ulcers now—and can't wait for the results of new research—there was cheerful news from a Chicago medical team. A new ulcer drug, Drs. Leo Hardt and Frederick Steigmann said, looks so good it "approaches the ideal." The tablets gave excellent results, with distinct or even complete relief of symptoms, in 115 of 123 ulcer patients. Called Trevidal, the new medicine is a complex mixture of antacids, a cooked oatmeal derivative, and a vegetable gum. It is still available only for experimental use.

Test for mothers-to-be—one that would pick up silent signals of impending danger before any outward symptoms appear—might in many cases avert the heartbreak and tragedy of spontaneous abortion, miscarriage, and eclampsia, by giving the doctor ample notice to begin preventive treatment. Now such a test is in the offing, Dr. Isador Forman and his colleagues at Temple University reported. Based on the microscopic pattern of mucus from the uterine cervix, or tip of the womb, it singled out 65 percent of apparently healthy expectant mothers who later lost their babies. Now the doctors, using the test as a diagnostic aid, plan to begin hormone injections and other treatments the moment danger is indicated. Although the procedure is not yet foolproof, Doctor Forman added, proper interpretation of the silent signals might prevent 97 percent of the miscarriages due to a lack of key hormones during pregnancy. The test is simple, quick, inexpensive, and can be performed by any doctor in his office.

Paralytic polio is caused by three known viruses. The discovery and identification of these virus triplets was a key step in the long research road aimed at finding an effective polio vaccine. But Dr. William McD. Hammon and his associates at the University of Pittsburgh now report they have discovered 16 strange new viruses that cause a paralytic disease closely resembling mild polio. None of the viruses, isolated from children mistakenly diagnosed as having polio, proved to be of the Coxsackie strain, already known to cause poliolike illness.

The new discovery indicates that there is a fair chance a child's illness is not true polio even when all clinical symptoms point to that diagnosis. But it also raises a serious question: Will the new Salk polio vaccine, mass-tested last summer, or any other vaccine give protection against these new agents? Only further studies will show. Doctor Hammon's discovery came during a recheck that showed gamma globulin, a blood derivative, really does give fairly good protection against polio and is worthy of further use until a vaccine is generally available.

Asthma victims who treat themselves by spraying ephedrine or epinephrine into nose and throat with a nebulizer may do themselves permanent harm if they make a habit of it, Dr. Frank Perlman of the University of Oregon warned. Today, he said, patients can get strong epinephrine solutions at the drugstore and use them over long periods of time without a doctor's supervision. This will probably relieve asthmatic attacks—but it can also cause dangerous changes in blood pressure and do other irreparable damage. Actually, asth-

[*Turn to page 194*

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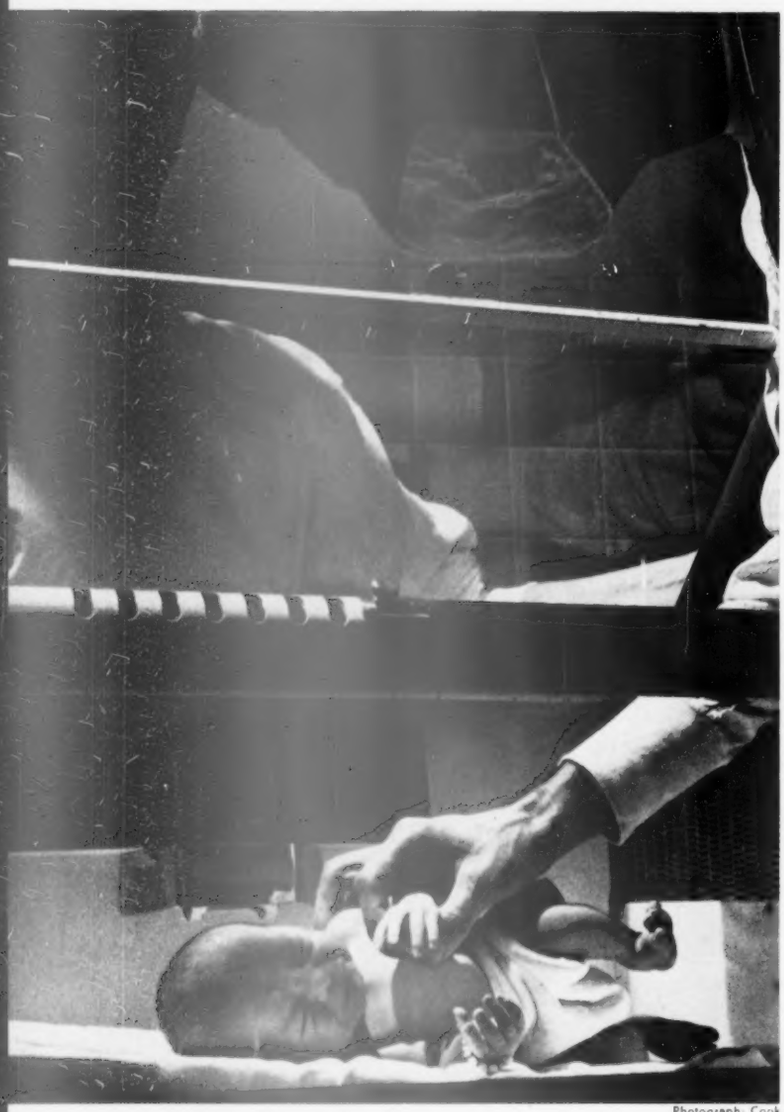
Twenty-four hours to live?

We rarely hear nowadays of a mother dying in childbirth. And in the past 40 years, the mortality rate for infants over 1 month of age has been cut more than 80 percent. But deaths among the newborn are outranked only by those from heart disease and cancer. Still, they rouse no public concern. Why do they die, these little ones? Can they be saved?



Photograph: Cook

By Ann Usher

Every year, here in the United States, nearly 40,000 infants fail to survive the first 24 hours of life. About 40,000 more never live out the first month!

They are recorded under the statistical classification of "neonatal mortality."

Another 70,000 are born dead. These are called "fetal mortalities." Altogether, these deaths associated with the birth process number 150,000 each year. They rank among the major causes of death in this country!

Yet, no other major cause of death has had so little public notice—or so little money advanced toward the solution of its causes and the prevention of its happening.

Why this neglect of such a serious blight? Why the calm acceptance of an occurrence that brings heartbreak to so many American couples?

"The public doesn't know. It hits only the families concerned," answered Dr. William J. Dieckmann, director of the famed Chicago Lying-in Hospital. "Yet, right now, here in the hospital, there is a woman who has had six pregnancies. She has only one child to show for them. We have another patient who has had five pregnancies—and no living baby out of it. She is willing to do anything to have a baby that will live."

Are they unavoidable—these deaths among our newborn? Must parents and doctors watch helplessly while these cherished flickers of life are extinguished?

The grim-faced, dedicated men and women who work with these tiny, tragic beings and study their deaths won't accept such a verdict.

One of these researchers is Dr. George W. Anderson, assistant professor of obstetrics at Johns Hopkins University and Hospital in Baltimore. Working under the internationally renowned Dr. Nicholson J. Eastman, head of Johns Hopkins' department of obstetrics, and with financial aid from the Playtex Park Research Institute, Doctor Anderson is devoting 17 to 18 hours each day to research and teaching on the subject of fetal and neonatal pathology.

Autopsies and detailed pathological examinations have been performed on the bodies of more than 90 percent of the newborn babies who have died at Johns Hopkins hospital in the past several years.

"But," Doctor Anderson told me, "We are not going to get the answers from post-mortems alone.

"We know the causes of newborn mortality, but preventing those causes is another matter."

Why do these infants die? All investigators agree that prematurity leads the list as the greatest single factor among fetal (dead before birth or stillborn) and neonatal (occuring during the first month) deaths in this country.

Prematurity is chief threat

Doctor Anderson emphasized this: "Eliminate prematurity, and we will have taken a tremendous step toward reducing neonatal mortality. There needs to be research on what causes the onset of labor—what triggers those muscles that start a patient into labor contractions."

Some premature births, of course, are not spontaneous. They are the result of labor having been induced (deliberately started early) or of Caesarean section (the surgical delivery of the infant through the walls [*Turn to page 32*

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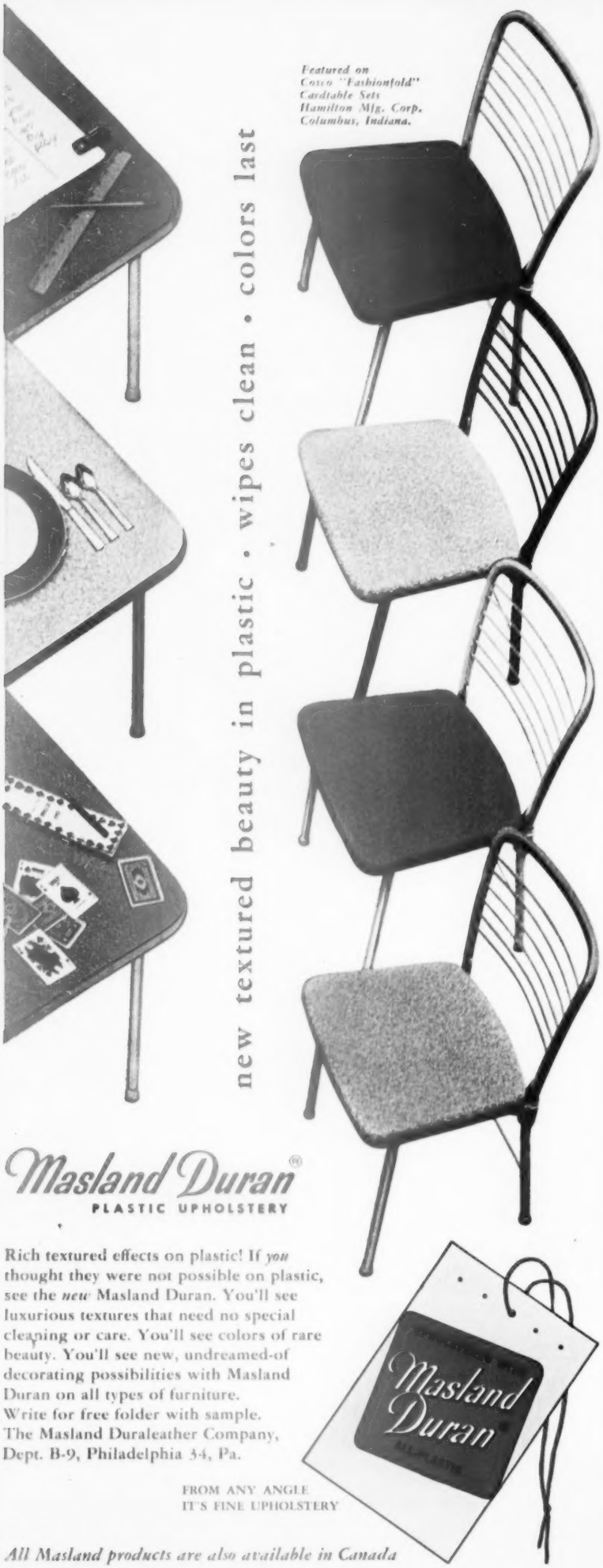

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Twenty-four hours to live?

Begins on page 30

of the abdomen and uterus), performed for various reasons before the expected delivery date.

But the majority of premature births do occur without any external cause. And it is toward these that primary attention is being directed by the medical profession, and particularly by obstetricians.

This was confirmed by Dr. Winslow T. Tompkins, who heads the Nutrition Research Clinic at Philadelphia's Pennsylvania Hospital (Philadelphia Lying-in Hospital). Since the early 1930s, Doctor Tompkins has been studying the relationship of nutrition to pregnancy and its end results.

Doctor Tompkins pointed out: "The premature baby is an obstetrical problem—not a pediatric problem. In other words, if there were not a premature labor, there would not be a premature baby. Once you have a premature baby, it becomes a major pediatric problem of care and management."

Doctor Tompkins assured me: "We know from our research studies that the rate of occurrence of premature babies can be affected by prenatal care—very definitely. And we know that there are certain factors of the mother that are related to the incidence of premature birth.

"We also know that we can increase the weight of the baby by adequate prenatal care, even though we cannot prevent the circumstance that his mother is going to deliver prematurely.

"We are talking about the 70 percent of premature deliveries which are spontaneous, where the woman goes into premature labor for no known cause."

In Doctor Tompkins' original project, begun in the early 1930s, efforts were directed toward a general improvement of the patients' diet, beginning as early in pregnancy as possible. A majority of the patients were also supplemented with polyvitamin concentrate. Several hundred patients were supervised and observed on this regimen.

From these observations, Doctor Tompkins and his staff concluded that improved nutrition had a beneficial influence on the outcome of pregnancy, while nutritional deficiencies had an adverse effect.

Following his service in World War II, Doctor Tompkins resumed his study of nutrition and pregnancy. This later seven-year study was directed toward finding out what factor—whether increased protein intake or vitamin supplementation—had caused the decrease in complications of pregnancy in his earlier study. Just what was it that pregnant women really needed?

Doctor Tompkins pointed out that no one is in an "ideal" or "perfect" state of health or nutrition. The term "average" or "normal" health, when applied to an individual, has come to infer that the person is in the best of health. In reality, Doctor Tompkins says this so-called normal health ranges from adequate to just short of actual disease.

"Perhaps," Doctor Tompkins continued, "the optimum level may not be capable of attainment. A person in 'ideal' health, if such a state existed, could withstand great stresses for a prolonged period of time."

"All patients have some deficiency," Doctor Tompkins commented. "And the majority must be helped either to build up their level of nutrition or to protect what they have.

"The diet must be improved in quality and quantity sufficiently to meet the individual patient's increased needs because of pregnancy. This must include ample amounts of high-quality protein and polyvitamin supplements. This is not treatment but simply supplying the increased requirements of pregnancy."

To learn what element or elements of improved nutrition had produced the encouraging results in his prewar work, Doctor Tompkins and the staff of the Nutrition Research Clinic at Pennsylvania Hospital set up four primary study groups of prenatal patients. There was a control group, a vitamin-supplemented group, a protein-supplemented group, and a vitamin-and-protein-supplemented group.

The patients in all groups received, throughout their pregnancy, the same prenatal care and management. More than 2,500 pregnant women took part in the study.

Doctor Tompkins reports: "In our group of patients who took vitamins alone, we cannot show, except in certain specific areas, any particular improvement in their status as compared with the control group. The same applies to the group supplemented with protein only. But when you combine the two (vitamin and protein supplements), dramatic things begin to happen."

At the halfway mark in the study, the incidence of premature labor for the unsupplemented control group was 11.1 percent compared with 6.4 percent for those who received supplementation—a premature-labor rate 75 percent higher for the control group than the supplemented patients.

From this and further evidence, Doctor Tompkins has concluded that prematurity can be materially reduced. He stresses that an adequate improvement in the quality of dietary intake and adequate supplementation must be begun sufficiently early in pregnancy to meet the nutritional requirements of pregnancy and that the patient must cooperate in sticking to the procedure set out for her.

Doctor Tompkins has concluded

[*Turn to page 35*

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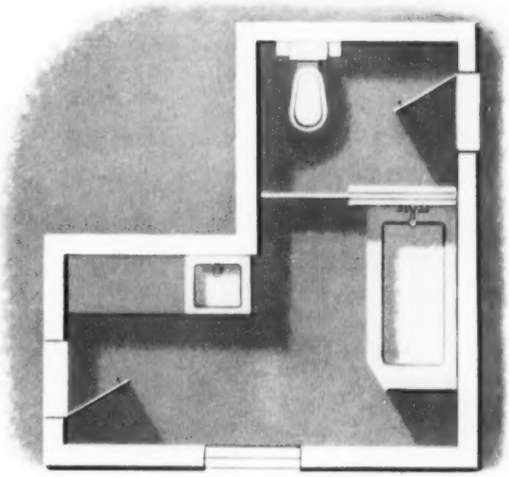

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You can even *prove it's fresh* before you buy! The rounded top of the can tells how. *You can't test coffee packed any other way!* So discover what *real* freshness does for coffee. Try wonderful, flavorful Chase & Sanborn today!

Pressure Packed for fresher flavor!

CHASE & SANBORN COFFEES ARE SERVED BY MORE FINE HOTELS AND RESTAURANTS THROUGHOUT AMERICA THAN ANY OTHER BRAND!

Twenty-four hours to live

Continued from page 32

that protein intake can be sufficiently increased from diet sources alone—milk, eggs, meat, fish, cheese. But he states that it is impossible to get enough food into a patient to achieve the necessary levels of vitamin intake to meet the added stress of pregnancy. In its study, the Nutrition Research Clinic used high levels of polyvitamin supplement.

Doctor Tompkins emphasizes that the patient's total calorie intake must be sufficient for her needs. He points out that if you eat only the required amount of milk, eggs, meat, fish, and cheese and do not eat sufficient other foods to supply your daily calorie requirements, you are going to benefit from only part of the protein in the food you eat. The remainder of the protein will be used up by being turned into carbohydrate to make up the deficiency in calories.

According to Doctor Tompkins, other conditions which increase the probability of premature labor are anemia, underweight, and failure to gain weight at the standard rate of gain.

In closing our discussion, Doctor Tompkins commented:

"We are talking a lot nowadays about geriatrics—the problems of old age. Many of these problems were established way back at pregnancy. That is when their consideration should begin. It is late even then."

Difficulty in breathing ranks next

Conditions which affect the lungs and breathing process rank second to prematurity in the list of causes of death among the newborn. Actually, babies suffering such distress are frequently also prematures.

In some of the very small premature babies, their lungs may simply be too immature to function properly. At about the end of the twenty-eighth week of pregnancy, when the fetus weighs approximately $2\frac{1}{3}$ pounds, his lungs are developed sufficiently to absorb enough oxygen from the air to maintain life if the infant should be born at this stage.

However, the lungs continue to develop throughout pregnancy, so each additional week to full term that the fetus remains in the uterus, the greater will be the efficiency with which his lungs will function when he is born.

Long before his lungs reach the stage where they can, if necessary, absorb oxygen from air, the infant in the uterus goes through the motions of breathing. The centers in the brain and spinal cord that control inhaling and exhaling are among the earliest to function in the developing fetus.

Thus, the breathing of a newborn after he is delivered is really a continuation of nerve mechanisms operating before birth.

If an infant fails to breathe immediately after birth, it is because the nerve centers controlling his breathing have been damaged or slowed down by something which affected them before or during birth. Through immediate lifesaving measures, many of these infants begin breathing normally. Some, however, do not respond. These are the stillborn.

Others, although they breathe immediately after birth and appear normal, develop a difficulty in breathing within a few minutes or hours after birth, and the condition rapidly grows more severe. The infants have been described as "struggling for breath."

Occasionally, the distress subsides and the child survives. More usually, the infant's efforts to get air into his lungs become more intense, he worsens, the air cells of his lungs collapse, and, within 10 or 15 hours, he is dead—literally of suffocation. He is another mortality of the first 24 hours of life!

This cause of death to the newborn is called "pulmonary hyaline membrane." On post-mortem, a thick membrane is found blocking the air cells of the lungs. To it is attributed more than 50 percent of all newborn deaths occurring within the first 3 days of life.

The cause of the condition has not been definitely established. A number of studies are being carried on to determine why it develops. It is more likely to occur in premature then full-term infants. It is never found in the lungs of stillborn infants, nor of infants who have lived less than 1 hour after birth.

If a newborn survives the first 24 hours of life without this condition appearing, the chances are good that it will not develop. If the condition is mild in form and the infant lives more than 48 hours, the membrane apparently becomes absorbed and the child recovers. Several theories have been advanced to explain the condition.

A number of authorities are convinced that it results from the drawing into the lungs, by the infant's breathing during the birth process, of amniotic fluid, the "water" surrounding the fetus in the uterus.

Other researchers object to this explanation because evidences of amniotic fluid have been found in the lungs of infants who died from other causes and in whom no pulmonary hyaline membrane was found. Also, similar membrane has been found in older infants, children, and adults who died of other causes.

Nevertheless, it is undisputed that, of full-term newborns developing this condition, it is more frequent in those who have been delivered by Caesarean section.

Dr. Sydney S. Gellis, head of the department of pediatrics at Beth Israel Hospital in Boston, senior pediatrician at Children's Medi-

[*Turn to page 190*

Easy on your eyes, easier on your budget!

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Perhaps you're an amateur carpenter or yearning to play decorator and flatter your home with new comfort and charm. Then G-P Ripplewood is for you! This genuine plywood wall paneling comes in full-size panels and handy squares that go up so fast and easy you can panel and finish a complete room in a single weekend. And its startlingly new textured beauty and swirling grain pattern radiate a friendly welcome that says "make yourself at home." See low cost G-P Ripplewood finished samples on display at your local lumber dealer.

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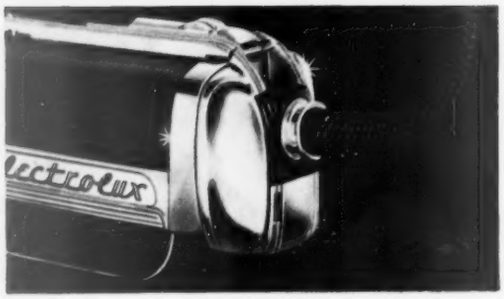
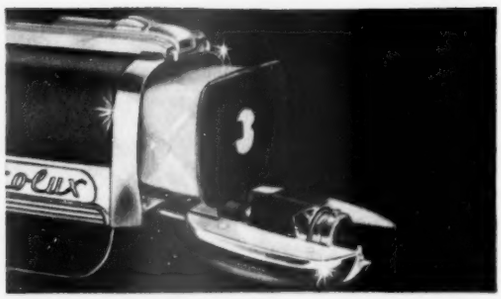
Out pops the



1 Automatic "Brain" knows when cleaner should be emptied . . .



2 It stops the motor, opens the front and . . .

. . . don't buy any cleaner until you see the

Please be just a little bit selfish when it comes to choosing a new cleaner. After all, when you pick your most important housekeeping assistant for years and years to come, you owe it to yourself to pick the best worker. And how do you do that? Well, just see the New Automatic Electrolux® Cleaner . . . try it in your own home.

Give it any test—the tougher, the better. Try it on deep-pile rugs, thin-pile rugs, linoleum, bare floors and find out how this new Electrolux Cleaner cleans them all *cleaner* than you ever dreamed possible!

But let's take a real tough one—cotton-loop rugs. A special Electrolux attachment, the Tuftor®, makes cleaning these rugs not only possible but easy. And take your many other jobs—your walls, cornices, draperies, blinds, upholstery, shelves, mattresses and springs—in fact, check off your cleaner's chores from attic to cellar and you'll have the very list the Electrolux Cleaner was designed for.

Your own home tests of this remarkable Cleaner will tell you that here truly is the best "worker" you could possibly pick to help around the house!

When the Electrolux man comes to your door, invite him in

Your Electrolux representative is a bonded local man who sells only guaranteed Electrolux products. He will spend as much time with you as is needed to let you try the new Electrolux Cleaner in your own home and find out how its dozens of uses can make your life easier. For his free demonstration, phone your authorized Electrolux factory branch or write to Electrolux Corporation at the nearest address below. Liberal terms . . . trade-in allowance.

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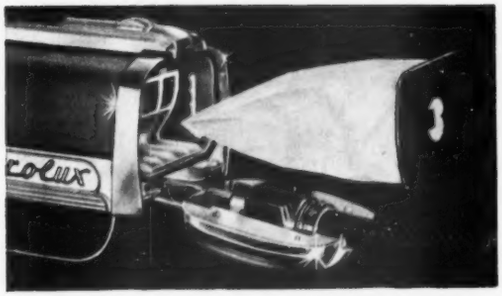
dirt! wrapped, sealed and sanitary



3 Out pops dirt, automatically—all wrapped, sealed, sanitary.

10 EXCLUSIVE FEATURES ONLY ELECTROLUX OFFERS

- The only cleaner with a "brain"
- Empties itself automatically
- Bag seals itself automatically
- Keeps efficiency automatically
- Control Dial—you can actually *dial* this cleaner to the exact cleaning conditions in your home
- Cyclonic air flow—speed up to 290 miles per hour—removes bothersome specks of lint and dirt
- Really *cleans* cotton-loop rugs without "grabbing" or clogging
- Gets deep-down dirt quicker with concentrated high-speed air stream
- Makes rug shampooing quick, easy
- 6-filter screening traps *all* the dust and dirt, really dust-purifies air in your home

Here's the self-sealed bag containing the dirt, yet it's so dust-free you could toss it on a white tablecloth! No lever . . . no button . . . it's automatic!

new automatic Electrolux

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new automatic Electrolux®

the only cleaner you never have to empty

HOW-TO

for the home gardener

Fast lawn patch. Filling in lawn bald spots is quick and easy when you use presprouted grass seed. Mix 3 parts damp, milled peat to 1 part seed. Let mixture stand a week in an airtight plastic sack indoors at room temperature. Sow promptly on well-prepared seedbed. Keep ground constantly dark with moisture until grass is established

Howard Swift, Toledo, Ohio

Shrubsaver. Sling of burlap holds shrub safely out of the way while you paint house.

Tie burlap ends with rope to stakes, so that shrub is pulled away from house, making room for painters.

Shrubs will come through unharmed and be free of unsightly paint flecks. Wait for paint to dry before allowing shrub to straighten up.

Jack Morris
McAllen, Texas

Photographs: Stanley

Rooting trick. Save repotting chores when rooting cuttings by starting cuttings right in the pot. Fill paper cylinder with sand; sink it in pot of soil. Roots form in sand, grow through paper to soil

L. Davidoski, Silver Spring, Maryland

More on page 10

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furniture

at these leading stores

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Birmingham ... Hood-McPherson Furn.
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San Diego ... Dryers Standard
San Francisco ... The Emporium
San Francisco ... Sterling Furn.
San Jose ... Robinson & Sons
Santa Rosa ... The Stone Co.
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Colorado Springs ... Home Furn.
Denver ... American Furn.
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Lakeland ... Kirk McKay
Miami ... Burdine's
Miami ... Woodrum's
Orlando ... Myrick's Furn.
Pensacola ... Marston & Quina
St. Petersburg ... Miller Bradley
West Palm Beach ... Grant Furn.

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Augusta ... J. B. White
Columbus ... Kitven's
Savannah ... Dream House Furn.

IDAHO
Idaho Falls ... Peterson Furn.

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Aurora ... Simons Furn. & Rug
Champaign ... Reliable Furn.
Chicago ... John M. Smyth
Danville ... Sandusky's
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Elgin ... Friedrich's Furn.
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Jacksonville ... Gustine's
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Rockford ... Larson's Furn.
Springfield ... Reif's Furn. Mart
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Ft. Wayne ... Wolf & Dessauer
Gary ... Hurwich & Haller
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Indianapolis ... Banner Whitehill
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Newark ... Bamberger's
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Rahway ... Koos Brothers
Trenton ... Doolittle-Allen

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Hobbs ... Barrow Bros.

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Albany ... J. G. Myers
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Patchogue ... Swezey-Newins
Poughkeepsie ... Perlmutter Furn.
Poughkeepsie ... The Wallace Co.
Riverhead ... L. Harding & Sons
Rochester ... Lauer Furn.
Rochester ... Sibley, Lindsay & Curr
Schenectady ... The Wallace Co.
Syracuse ... I. Fleischman & Sons
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Charlotte ... Weathers Furn.
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Minot ... Voellers Furn.
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Canton ... Smith & Phillips
Cincinnati ... Friedman Furn.
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Columbus ... White's Furn.
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Dayton ... Town & Country
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Lima ... The Leader Store
North Baltimore ... L. L. Trout
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Steubenville ... The Hub
Toledo ... Imperial Wayside
Youngstown ... Strouss-Hirshberg's

OKLAHOMA
Oklahoma City ... Sappington-Hickman
Tulsa ... Rich's of Tulsa

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Klamath Falls ... Klamath Furn.
Portland ... Meir & Frank

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Altoona ... Gable's
Erie ... Epp Furniture
Farrell ... Myer Frank
Harrisburg ... Pomeroy's
Lancaster ... Westenberger, Maley & Myers
McKeesport ... Fitzpatrick & Gold
McKeesport ... R. E. Kaplan
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Pittsburgh ... Kaufmann's
Reading ... Bloom Furn.
Scranton ... Cleland-Simpson
Turtle Creek ... Faller's Furn.
Williamsport ... J. P. & M. Sullivan
York ... H. M. Rehmeyer

RHODE ISLAND
Providence ... J. Marcus
Westerly ... Westerly Furn.

SOUTH CAROLINA
Columbia ... Hammond-Brown-Jennings

SOUTH DAKOTA
Aberdeen ... Malchow's
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Chattanooga ... Miller Bros.
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Houston ... Sunland Furn.
Lubbock ... Sellers, Jondahl & Jenkins
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Port Arthur ... Crowell Gifford

UTAH
Ogden ... Boyle Furn.
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Norfolk ... Willis Wayside
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NEW GOLDEN BRONZE—excitingly different, trend-setting addition to Daystrom's Coloramic group! It has the warm, mellow glow of costly woods, yet rejects scratches, chipping. Full range of table sizes, chair styles, coverings, colors.

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Daystrom furniture stands out from other furniture as a diamond from glass. And just like a diamond, it adds long-lasting beauty to your living. Daystromite® tops resist stains, scratches, heat. Every lovely inch is washable. Chairs are contour-curved for blissfully relaxing comfort. Learn how little it costs to buy the best at your favorite furniture or department store. See listing of store nearest you on opposite page.

BLACK COLORAMIC®—today's furniture-fashion sensation that is beautifully at home throughout the house. It has lift-light, steel-strong, peel-and-chip-resistant construction and the graceful lines that are the hallmark of Daystrom.

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Scratch Test proves Bruce Prefinish far superior: When you scrape a coin across any commonly used surface, it will scratch. The Bruce Finish remains unharmed because it penetrates into the wood and is "baked in." Tests prove it outwears surface finishes 3 to 1!

Above: Bruce Hardwood Floor of prefinished Strip. Also made in Ranch Plank and Block designs.

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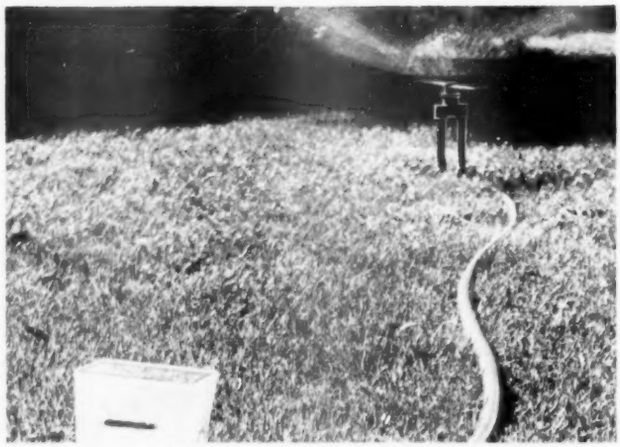
How-to for the home gardener

Begins on page 38



Watering aid. Containers marked to show an inch of water take the question out of lawn watering. Mark the containers with fingernail polish and place several in sprinkle zone. When they catch an inch of water, your lawn has enough. Lawns need inch of water weekly

J. Murray, Tucson, Arizona

Flowerpot holders. Painting the flowerpots is simple if you use the idea of this reader.

Jam pot down over a tin can to make handy holder.

There'll be no painted fingers and no finger smears on the pot when you're through. Allow pots to dry on can.

J. Brady
Rahway, New Jersey

Basket grips. Wire basket handles won't cut into your hands if you pad the handles with pieces of garden hose.

Cut the rubber hose into pieces slightly longer than the handle; then slip them over wire to cushion the grip.

Natural springiness of rubber will serve to hold grips in place when not in use.

Mrs. R. Vogan
Peach Orchard, Arkansas

Weeding simplified. Outwit stubborn weeds that cling so tenaciously to the soil that their stems break before their roots will let go.

Water garden well before you weed. Those unwanted invaders will come out much easier, and without disturbing the roots of the flowers.

Lowell Pepper
Austin, Minnesota

We will pay $10 for each idea accepted. Unusable ideas cannot be returned. Send to: Garden Editor, Better Homes & Gardens, Des Moines 3, Iowa

** Surprisingly low down payment for non-veterans. Monthly payments approximately $65.*

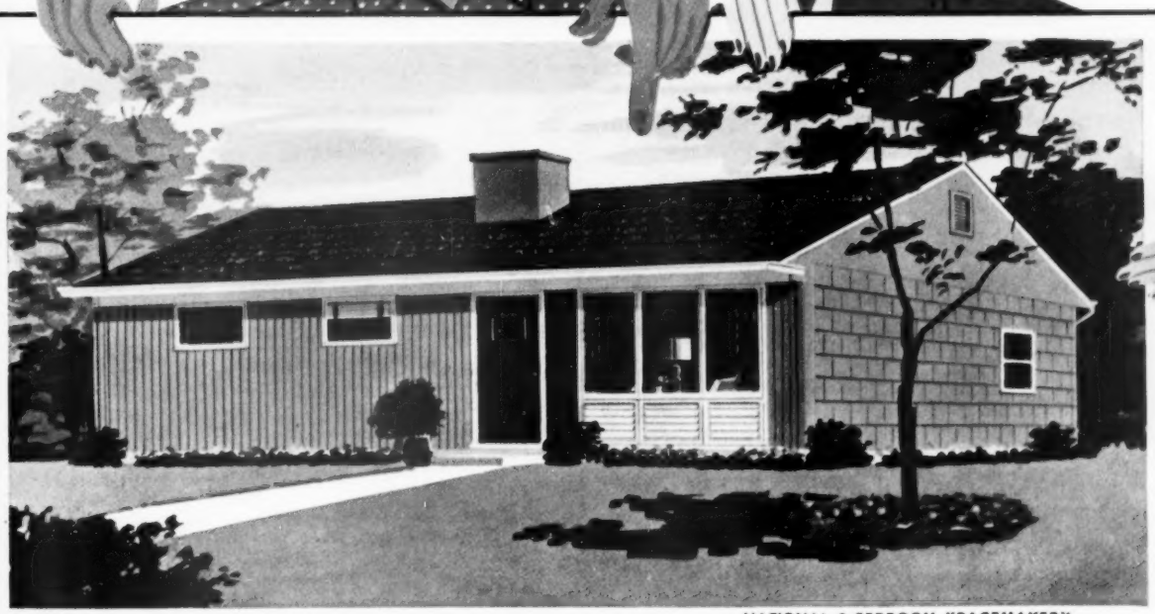
This beautiful National "PACEMAKER" has many fine-home features, including:

- **LARGER KITCHEN**—the wish of every homemaker—with sink on outside wall under window.
- **ALCOVE-TUB BATHROOM**—generally found only in the more expensive homes.
- **SPACIOUS INSIDE STORAGE** plus **GENEROUS OUTSIDE STORAGE** with plenty of room for garden and recreation equipment.

OPTIONAL EQUIPMENT: Complete Air Conditioning, and Duomatic Washer and Dryer.

Select from Dozens of Designs and Floor Plans

"This is for Us!"



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Good Housekeeping Guaranty Seal, carried on all National Homes prefabricated panels and structural parts as they leave our assembly plant.

Guaranteed by Good Housekeeping

Woman's Home Companion Award for good kitchen planning, recently presented to National Homes.

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Watch local newspaper for location of National "PACEMAKER" Open House nearest you!

National HOMES

NATIONAL HOMES CORPORATION
LAFAYETTE, INDIANA • HOUSEHEADS, N. Y.

This is the house that Jack built...

This is the wind,
moaning sadly about,
For Jack's snug abode
keeps chilly drafts out.

This is Jack's wife,
just bursting with cheer,
Her home stays so comfortable
all through the year.

These are Jack's kids;
he keeps them quite happy:
Fuel savings buy toys—
"Hooray for old Pappy!"

And this is the reason
the family's ecstatic—
Their home's sheathed with Temlok
from cellar to attic!

Armstrong's Temlok® Sheathing adds both strength and insulation to a house. It helps cut heating costs in winter, air-conditioning costs in summer. Temlok Sheathing is a strong, asphalt-impregnated wood-fiber material made in large, easy-to-handle boards. They are quickly nailed to the framework, cutting labor time substantially. Your lumber dealer will be glad to give you complete information.

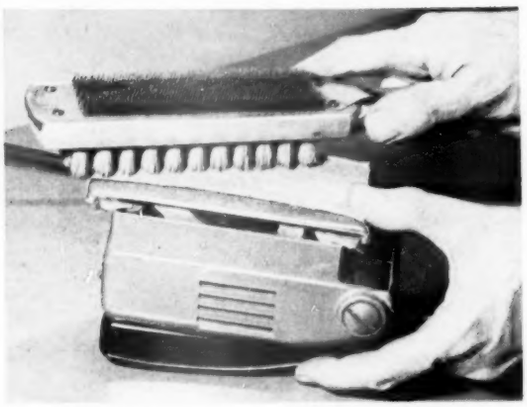
Send for free booklet, "A Package of Ideas for Your New Home." It's filled with suggestions on building materials and methods. Write Armstrong Cork Company, 5409 Farnum St., Lancaster, Penna.

ARMSTRONG'S TEMLOK

One of the building materials made by the makers of Armstrong's Linoleum

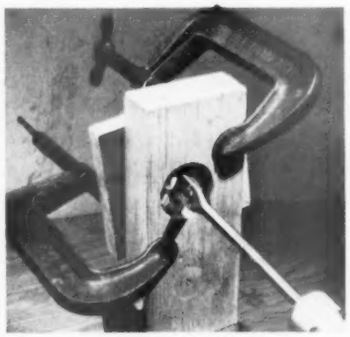
HOW-TO

for the handyman



Renew cutting action on the business side of your sandpaper by removing dirt and gum lodged among the abrasive particles. Use a metal-bristled file card or wire brush when the deposit is hard or especially gummy. This treatment cleans the paper but doesn't sharpen it. Throw paper away when worn

Walter Burton, Akron, Ohio



Bore holes much faster and cleaner with auger and expansive bits by clamping a scrap of wood on the back of the piece you want the hole in.

Scrap accepts lead screw of the bit when it protrudes through first piece, pulling cutting lips through, without any pressure which would splinter the stock.

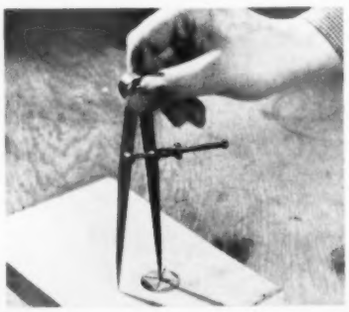
J. B. Pratt
Philadelphia, Pennsylvania

Photographs: Stanley

Workbench stop is quickly formed with one wing of 3-inch butt hinge. Steel hinge is strongest. Heat hinge barrel with a blowtorch or over stove. Pound it flat.

Angle slightly and file several notches in each end, as shown, to keep the work from slipping. Use screws to hold the stop to the bench top.

R. J. Marran
Kansas City, Missouri



Set out circle from drilled hole by first plugging hole with a *square* scrap of wood, cut slightly larger than the hole. Find center of plug by cross-marking it.

Tap in with hammer, and place one point of dividers where lines cross. To rebore hole to a larger size, center the bit on the plug.

P. G. Y. Heins
Zarate, Argentina

More on page 45

Nancy Craig

OUTSTANDING TV PERSONALITY
STAR OF "NANCY CRAIG TIME" ON ABC-TV

"MICARTA IS MORE THAN A MATCH FOR COLORFUL KITCHENS"

Gay, modern Westinghouse MICARTA surfaces are what new kitchens are wearing this season! Nancy Craig, with her instinct for the practical and attractive in homemaking, *knows* MICARTA's lasting beauty and utility. This new one-piece MICARTA counter top, in a pattern created especially for American-Standard Kitchens, combats the grease, water, mild acids and alkalies that affect ordinary surfaces. Think of all these advantages in a wide selection of colors and patterns that bring permanent beauty to your kitchen! Write for free sample and descriptive booklet. Just use the coupon.

KITCHEN BY AMERICAN STANDARD

Westinghouse micarta®

DISTRIBUTED BY UNITED STATES PLYWOOD CORPORATION
LARGEST PLYWOOD ORGANIZATION IN THE WORLD
AND U.S.-MENGEL PLYWOODS, INC.

BHG-9-54

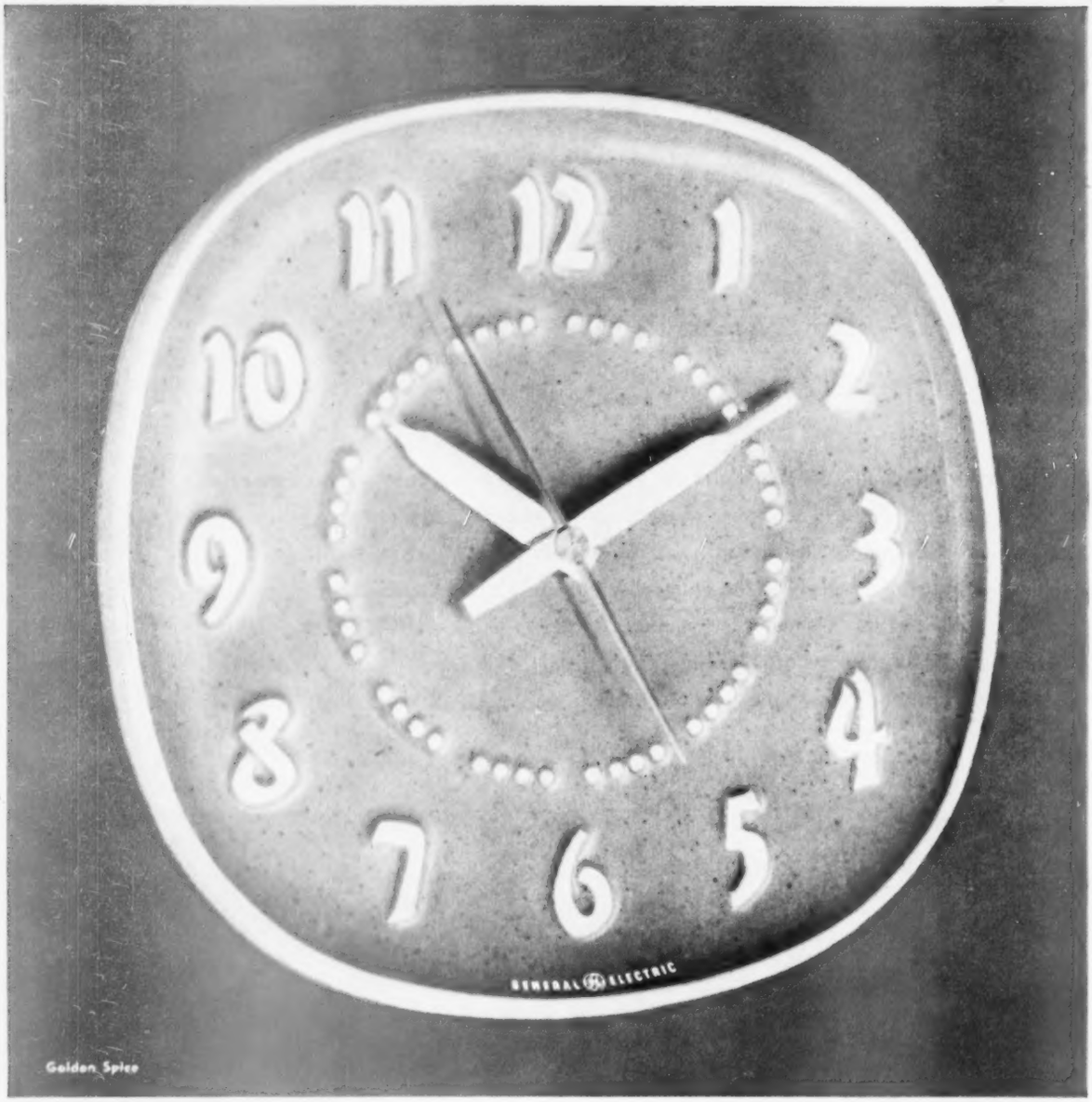
UNITED STATES PLYWOOD CORPORATION
P. O. Box 126, New York 46, N. Y.

Please send me a sample of MICARTA that I can test, and your application booklet (1119-A).

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



Seating and table by Herman Miller Furniture Co.

There's a versatile new fashion note in time!

"Ceramic" styled by *Russel Wright*

famed industrial designer

Coral Sand

Meadow Green

Charcoal

Announcing a superb new design achievement—a wall clock with face and numerals molded in one piece of semi-vitreous china, and with beautiful colors permanently fired into it.

Here are brilliant decorative possibilities: soft colors and contours that will complement any room treatment, be it modern or traditional.

It's the "Ceramic" . . . unsurpassed G-E electric accuracy —of course!

Subtle, exciting, different colors! For the "Ceramic," Russel Wright has chosen colors that harmonize with all of today's most popular decorating schemes. The "Ceramic" is perfect for any room from bedroom and kitchen, through halls, den, living room, children's room to recreation room. Only **$8.98***

$8.98*

Progress Is Our Most Important Product

GENERAL ELECTRIC

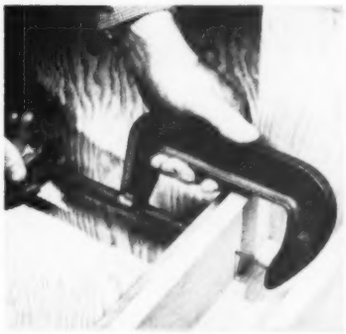
**Manufacturer's recommended retail or Fair Trade price, plus applicable taxes.*

How-to for the handyman

Begins on page 42

Score plywood and veneers with a sharp wood chisel or knife to avoid chipping and splintering the wood when you saw it. Pencil the cutoff line first. Then reverse the stock and score in exact line with the penciled one. Flat side of chisel should follow edge of straightedge for true line. Fine-tooth saws chip least

A. R. Klacik, Garberville, California



C-clamp drives nails when there isn't room to swing a hammer. Start by forcing point of nail into wood. Then put the clamp over the nailhead and tighten.

Axis of the clamp should be parallel with the nail to keep it from bending under pressure. Turn clamp screw slowly and evenly.

Jack Patton
Fullerton, California

Paint window's muntins fast with a spray gun after masking the panes with pieces of old newspaper cut about one-eighth of an inch smaller than panes, as pictured.

Soak the sheets in water, drain for a minute or two, so excess water won't run onto the surfaces you'll paint, and apply to glass. Papers fall off when they become dry.

T. L. King
Scotch Plains, New Jersey

Pilot hole in stone, brick, or concrete speeds drilling, saves lots of elbow work. Drill hole with a smaller star drill first, then use larger size you want.

Turn the drill in your hand as you pound it. This removes the powdered stone and keeps the bottom of the hole clean, which also helps to hasten your drilling operation.

L. G. Schneller
Baraboo, Wisconsin

More on page 47

"Century" NU-GRAIN Asbestos-Cement Siding

"We're getting a new house—without moving out of the old one!"

For much, much less than the cost of a new house, you can re-style your present home with colorful, durable Silicone-treated "Century" NU-GRAIN Siding. And what a difference this modern siding can make!

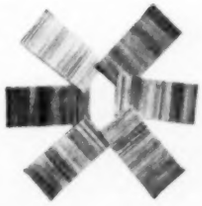
Because it's treated with Silicone, "Century" Siding is amazingly water-repellent. Ordinary siding darkens when wet—but not Silicone-treated "Century" Siding! It keeps its natural color even through hard, driving rain. Silicone also makes it highly resistant to water-borne dirt—the kind that causes unsightly streaks under windows and other trim.

But that's not all. "Century" Siding is made of asbestos and cement—which makes it as permanent as stone. It can't burn or rot, *never* needs to be painted for protection. And wait till you see the NU-GRAIN colors!—smart, blendable shades that will do any style home proud. Send for detailed literature today!

NOW SILICONE-TREATED!

Unretouched photo shows how water "balls up" on Silicone-treated surface.

"CENTURY" NU-GRAIN SIDING



KEASBEY & MATTISON K·M
COMPANY, AMBLER, PENNSYLVANIA

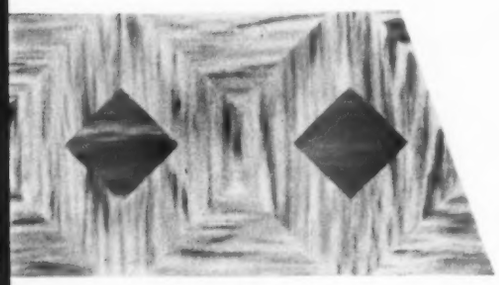
Please send me your color folder on "Century" NU-GRAIN Silicone-treated Asbestos-Cement Siding.

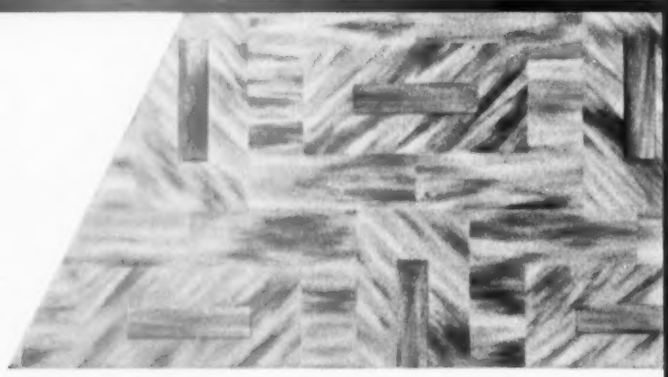
Name .....

Address .....

City ..... State .....

inlaid linoleum by Pabco





You want your home gay! Alive with color, style, new ideas. But simplified, so you can dance through chores in jig-time. Floors of linoleum are for you! No ordinary kind though—see "California Originals"! The new fashion-flair linoleum in exciting colors, exclusive style. Created by young Western designers for light-hearted living. Ask your dealer to show you.

"CALIFORNIA ORIGINALS"
exclusive Pabco designs sampled above:
Monterey Surf • Point Montara Cedar
Santa Cruz Gray • Portola Pink

PABCO PRODUCTS INC.
San Francisco • New York • Chicago • Dallas
© 1954

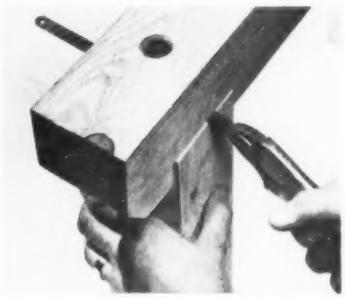
Pabco Floor Coverings include California Originals Inlaid Linoleum • Linoleum Tile • Floron Plastic Tile • Printz Rugs • Printz Yard Goods
Rubber Tile • Asphalt Tile • Vinyl-Asbestos Tile • Mastipave

How-to for the handyman

Continued from page 45

Broken spectacle frames made of plastic often are easily repaired. Use methylene dichloride, acetone, or movie-film cement obtained at drug- or hobby store. Position edges so they touch. Tape holds pieces while you apply solvent to break. To get firm bond, leave work taped several hours

J. L. Hoke, Washington, D. C.



Broken blade will carry on when a hacksaw is too large to operate in restricted space. Hold blade with clamping pliers and use short, choppy strokes for best results.

Broken blades also come in handy when the metal can be hand-worked against blade. Invert the blade and lock it in your metal or bench vise.

C. W. Wade, Jr.
Austin, Texas

Spread glue fast on small surfaces with piece of inner tube held by a spring-type clothespin. Cut tubing to match width of surface.

Throw spreader away when you finish the job. Cut a new one for next project. Always make sure glue surfaces are thoroughly dry.

Norm Jacky
Fond du Lac, Wisconsin

Skinned-over paint is always a problem. Here's another idea: Pour tablespoon of turpentine or paint thinner into a partially used can of paint before putting lid on. Then, when you open the container, stir the turpentine or thinner thoroughly in paint before you spread it.

Gus Ronzenberger
Denver, Colorado

▶ Send your original handyman tips (photographs are not necessary) to Home Maintenance Editor, 6709 Meredith Building, Des Moines 3, Iowa. For each accepted, *Better Homes & Gardens* will pay $5. All will be considered carefully, but those which are not accepted cannot be returned.

get the
NEW ALL *Flexalum.*
VENETIAN BLIND

the only blind that gives you all these features

long-wear nylon cords

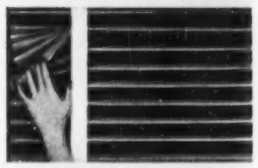
Flexalum cords are stronger, won't fray—slimmer, let slats close tighter. Non-slip tilter keeps cords always within reach. Crash-proof cord lock prevents blind from slipping or falling.

wipe-clean plastic tapes

Flexalum tapes stay beautiful—wipe clean with a damp cloth. Even sticky jam and stubborn stains vanish right off the non-porous surface. Tapes won't fade, fray, shrink, stretch.

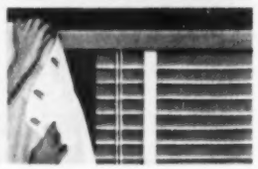
snap-back aluminum slats

Bend them—abuse them! Flexalum aluminum slats are spring-tempered to snap back ruler-straight every time. The rich mar-proof finish won't rust, chip, crack, or peel.



new decorating ideas

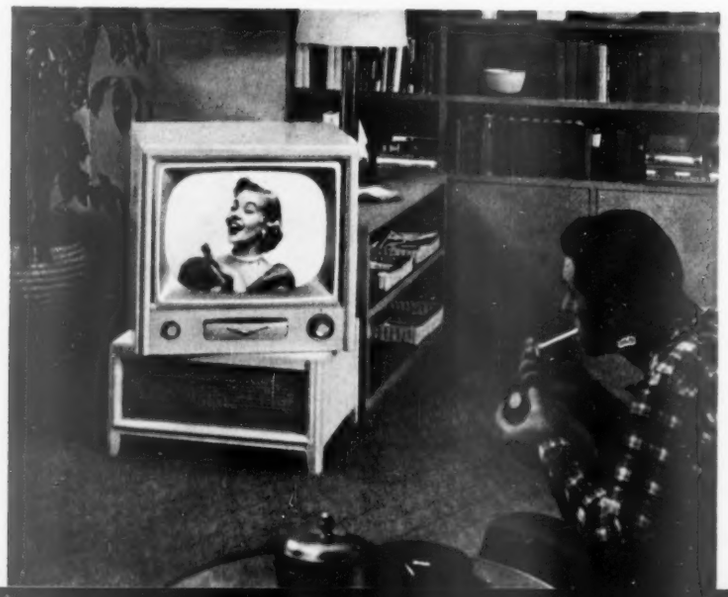
No need for drapery hardware—order top bar extended for hanging drapes. The All-Flexalum blind is custom-made, completely color-matched or in choice of 192 color combinations.



Guaranteed by Good Housekeeping

Free Decorating Book—20 full-color pages crammed with ideas for beautifying your home. Write Hunter Douglas Corp., Dept. 18A, 150 Broadway, New York 38, N. Y. In Canada: Hunter Douglas Ltd., Dept. 18B, 9500 St. Lawrence Boulevard, Montreal, Quebec.

Announcing great new RCA



◀Swivel Console With 3 Speakers. From every angle, the new 21-inch *Carrol* is sensational! Want to watch TV from a different position? Don't change your chair or swing the console around—just turn the top! It swivels! Its *three* speakers surround you with new "Golden Throat" Fidelity Sound. Finished in grained mahogany; grained limed oak, extra. Model 21S526. **$359.50.**

Compact 3-Way Combination.▶ RCA Victor's striking new *Gaynor* takes no more room than a regular TV console. Yet it triples your pleasure—combines TV with AM radio and automatic three-speed "Victrola" phonograph. Fits where no ordinary combination could. In mahogany finish; blond tropical hardwood, extra. Model 21S548. **$399.50.**

High-Fashion "Low-Boy." New silhouette for a television set! RCA Victor's 24-inch *Bartram* has that long, low look that decorators are so excited about. Perfect for use where a regular console would be too tall . . . out of place. Beautiful—functional, too! The channel dial is mounted high—lets you tune gracefully, without bending. In mahogany finish; blond tropical hardwood, extra. Model 24S531. **$395.**

VICTOR television

SEE exciting models—keyed to smartest modern interiors!

TEST all of the important new improvements in performance!

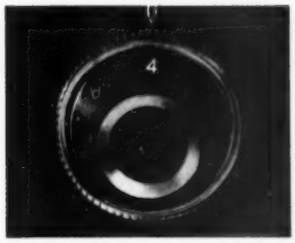
SAVE on lowest prices ever for RCA Victor Television!

$159.95 TO $500

TOP VALUE . . . PEAK PERFORMANCE
AT EVERY PRICE LEVEL

22 Brand-New Models—in the TV brand most people want! Every one of them a *bargain in beauty!* All with famous RCA Victor quality and dependability. Ask your dealer about the—

New "All-Clear" Picture. Scientific measurements by light meter show an improvement of 212% in picture contrast. In all models from $219.95 up, the RCA Victor "All-Clear" picture tube is *aluminized* to give you the blackest blacks and the whitest whites you've ever seen on TV. Dark-tone safety glass kills outside glare. Result—TV's clearest, finest picture!



New "Easy-See" VHF Tuning Dial with readability stepped up 59%. King-size numbers slant up to meet your eye. No groping or fumbling for the station you want. (High-Speed UHF Tuner optional, extra cost.)

New "Golden Throat" Fidelity Sound. The exclusive RCA Victor balanced tone system gives you new tonal depth and clarity.

This Year's Brightest TV Ideas! Three are illustrated on these pages—TV sets that help you to create smarter interiors. Your dealer will also show you RCA Victor Television Deluxe—other high-style models with the finest modern and traditional cabinetry. And don't fail to see the amazing values in table models, like the 21-inch "*Medalist 21*" at only $199.95—or the 17-inch *Trent* at $159.95. With so many models—and with such a wide price range—you're certain to find exactly what you want. Before you buy . . . before you pay . . . see and hear RCA Victor.

RCA Factory Service available in most TV areas—but only to RCA Victor TV owners. Ask your dealer for full details.

Suggested VHF list prices shown, subject to change without notice. Federal Excise Tax and full-year picture tube warranty included. Some models slightly higher in far West and South.

RCA VICTOR
TM Reg. RADIO CORPORATION OF AMERICA
"HIS MASTER'S VOICE"

EVERY YEAR MORE PEOPLE BUY RCA VICTOR THAN ANY OTHER TELEVISION

NOW THE RICH EVERLASTING

Beauty of Bermuda

FOR YOUR HOME

WITH NEW Seafoam Green

ASBESTOS SHINGLES

HERE'S the fresh, clean beauty of Bermuda surf...captured for your home with Gold Bond Asbestos Shingles. Lovely Seafoam Green gives you the smartest, most enviable, most beautiful home in your neighborhood. The beauty lasts...never needs painting for preservation...never wears out... it's locked in by the exclusive Gold Bond Surfaseal finish! Beautifies your home *once* and for all!

WITH NEW Holiday Blue

ASBESTOS SHINGLES

HERE'S the mellow blue of Bermuda sky—an exclusive color brought to *your* home with Gold Bond Asbestos Shingles! They go on over your old sidewalls, give you a new fireproof armor that stands like rock against rain, wind and sun.

SEE these exciting, enviable new colors. Mail the coupon now for your Gold Bond "Color Packet"—actual samples of all eight popular colors—only 35 cents.

NATIONAL GYPSUM COMPANY
BUFFALO 2, NEW YORK

National Gypsum Company,
Dept. BH-94, Buffalo 2, N. Y.

I enclose 35¢. Please send me a "Color Packet" of Gold Bond Asbestos Shingles.

Name .....

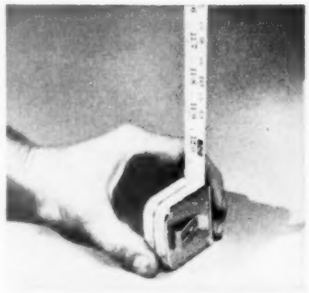
Address .....

City ..... *Zone* ..... *State* .....

Build better with
Gold Bond
BUILDING PRODUCTS

It's NEWS to me!®

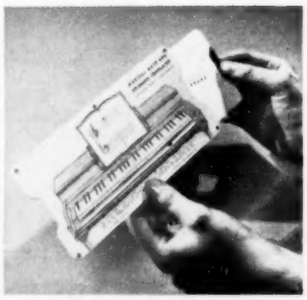
As far as the eye can see, everything's safe. And the eye can see right through the door with this revolving door viewer. You can look out, but your visitor can't see you. If he's out of sight range, twist the viewer to right or left, up or down. Your visitor just can't escape being looked over. Eliminates fear of opening the door. About 2¾" in diameter. Install it yourself. *Peek-O Revolving Door Viewer*, $5.95, in stores. Home Protector Mfg. Co., 5315 West Pico Blvd., Los Angeles 19, Calif.



King-size pocket tape can be used to take overhead measurements which formerly required the assistance of another person. It's ¾" wide, can be extended straight up to practically its entire 10-foot length without buckling. Tape has double markings, too. One edge is calibrated in 1/16ths of an inch, marked off from 1 to 120 inches. The other edge is calibrated in feet, inches, and eighths, with smaller-size foot markings repeated at each inch mark. Tape comes complete with detachable belt clip. *Evans King-Sized Steel Tape*, $2.39, in hardware stores. Evans & Co., 400 Trumbull St., Elizabeth, N. J.

This flying rocket may never conquer the solar system, but it will zoom hundreds of feet into space. Use it indoors, too. It's made of soft, harmless plastic, won't damage your walls or furniture. It flies perfectly with or without using launcher. A perfect toy to keep young spacemen occupied. *Hendo V-2 Flying Rocket*, 49c, in stores. Hendo Products Corp., College Point, N.Y.

To boost your reputation in the kitchen, here's a handy device for molding perfect patties. Use it for hamburger, potato patties, bread rounds. Makes a firm, round patty of any thickness. Use regular wax paper, and the patties come out tightly wrapped in a sanitary package ready for freezer or pan. Made of styrene, in red, yellow, or white. *Patty Maker*, $1, in stores, or from mfr. G. & T. Products, P. O. Box 829, Walla Walla, Wash.



Find it fun learning to read music with this handy keyboard translator. It's a miniature of the piano keyboard, so small you can carry it in your pocket. Use the sliding panel to frame notes in the viewing window, showing both treble and bass clefs. An indicator will locate the exact key of the keyboard for you. To get the complete picture, flip the device over, and the name of the note and key is framed in another miniature window. *Slide-A-Note*, $1, in music stores. Musicaid Co., P. O. Box 870, Sarasota, Fla.

More News on page 52

Eenie meenie little man
Best school lunch comes in a can
Lunch meat · sausage · beef or ham
Sandwiches in seconds Ma'am!

Whisk a can of meat off your pantry shelf. Heat the meat and, presto, you have healthy, hearty, hot meat sandwiches on the table in seconds. Kids (and grownups) love them! Sandwiches made with canned meats provide children with the proteins that are so vital to growth.

Actually, canned foods are your biggest food bargain. Here's why: Cans* protect against waste and spoilage. Only the edible part of food is canned. There is no need for expensive refrigeration.

In addition, canned foods are tops in nutrition. Food is quickly canned at the peak of perfection to preserve perishable vitamins.

Enjoy the best . . . enjoy canned foods daily. Ask your grocer for a hot-sandwich recipe leaflet.

*"Tin cans" are actually about 99% steel

"Beauty Smooth"

KENFLOR

TRADE MARK

...the New Vinyl Tile

that makes remodeling easy!

KenFlor colors shown above: Willow Green, Kerry Green and White Tweed with ThemeTile and Feature Strip

KenFlor is easier, quicker to install yourself... ideal over wood floors

Carry it home by the carton... install it tile by tile

Now you can give your floors the magic of today's loveliest home-fashion colors with rugged vinyl KenFlor! These flexible tiles go down in minutes over old or new wood floors. KenFlor can also be installed over concrete that is not in contact with the earth.

Created to give you longer wear and easier cleaning . . . comfortable, felt-cushioned KenFlor is, like aluminum, a miracle of weightless strength. Years of tramping, scuffing footsteps can't grind dirt into its smooth, non-porous surface. Grease can't soften it... spills of staining liquids can't penetrate it! It seldom needs scrubbing...never needs waxing except for added "sparkle."

SPECIAL: also by the yard, for floors or matching counter tops

Choose your "Beauty Smooth" KenFlor colors at your KENTILE Dealer's now. He's listed under FLOORS in your Classified Phone Book. In Canada, T. Eaton Co., Ltd. It's economical to self-install KenFlor. An average 8'x10' tile floor costs about $26.50

© 1954, Kentile, Inc., 58 2nd Avenue, Brooklyn 15, N. Y.

KENFLOR

TRADE MARK

VINYL TILE

BY THE MAKERS OF KENTILE

It's NEWS to me!

Begins on page 50

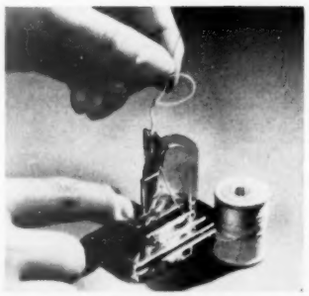
These sleeper feet have washable plastic soles—a decided advantage when baby decides to get out of bed and explore. The elasticized ankle prevents sleeper leg from bunching around child's foot. The sleeper grows with the child, too. Upper garment has two rows of snap fasteners. When baby is little, use the top row, and when he gets bigger, snip them off and use the bottom row. In pink, blue, canary, mint—sizes 1 to 4. *Slipper Foot Sleeper*, $2.50, in stores. McKem-Vanta, 1350 Broadway, New York 18, N.Y.

If your child has artistic yearnings, let him test his skills with this clever stationery. Even if he's not so handy at the drawing board, he'll find it fun. Designs are lightly sketched on each sheet of paper and envelope. All he need do is color the picture, using the lines as a guide. He'll be so enthused that letter writing will soon be his favorite hobby! *Artmail Stationery*, $1, in stores. The Artmail Co., 3349 East Monmouth Road, Cleveland 18, Ohio.

Neckties travel in style with this handy tie case. It protects ties while traveling, keeps them from wrinkling. It's faille, with a transparent, vinyl-film cover that makes choosing easy. The case has a slide fastener which opens down the side for easy storing and packing, and an opening at the top for easy selection. *Tie Case*, $7.50, in stores. Emil Hervey Designs, 19 E. 88th St., New York, N.Y.

A real pansaver, this handy utensil makes a divided skillet or a divided double boiler out of any standard 10-inch or larger skillet. Makes it possible for you to cook or warm an entire meal in a single pan. Come cleanup time, just lift the insert out of the skillet and into the dishpan! It's lightweight, easy to handle, and the rounded corners make for easy washing. *3-D Skillet Insert*, $1, in stores. Tetfoam Corp., Ambassador Bldg., St. Louis 1, Mo.

Maybe he's too young to beg the family car, but it's never too soon to teach him good habits. Let him imitate Dad and try his hand at washing his own little car. Or maybe he has a bike or wagon he'd like to keep shipshape. This set has all the cleaning essentials, in miniature—plus a tiny aluminum bucket for good measure. And if he's in the mood to play filling-station attendant, there's a special cap to make it official. *Kidd-E-Kar Wash*, $2.98 (slightly higher in the South and West), in stores. American Metal Specialties Corp., Hatboro, Pa.



Needle threader works in a jiffy, saves time for any woman who sews. Simply lay the thread across a slot, drop your needle into the upright channel, press the finger lever, pull out the threaded needle. Imported *Needle Threader*, $1, in stores. The Angus Co., 15 Kneeland St., Boston 11, Mass.

More News on page 55

The Fordor Sedan is one of 5 distinctive *Customline* body styles. Like all Fords, it is powered by a truly modern, deep-block, low-friction engine—either the 130-h.p. Y-block V-8 or the go-packed, thrifty Six.

You can pay more but you can't buy better

You could easily put hundreds of dollars more into your next car and not have all the advances you get in Ford *today*. *All* Fords, for example, are available with the most modern V-8 in the industry, the new 130-h.p. Y-block V-8 . . . *all* Fords bring you new Ball-Joint Front Suspension . . . *all* Fords have clean, graceful lines which will still be in style years from now. So, naturally, when it's time to trade, Fords can be expected to return more per dollar invested than any other car!

The Ford Skyliner—with its picture-window roof—is an "exclusive" in Ford's field. And it's but one of 5 distinguished body styles in the *Crestline* series—each a recognized leader in looks wherever fine cars gather. You couldn't buy better styling at *twice* the price.

The Ford Tudor is one of 4 popular body styles in the lowest priced *Mainline* series. And, like all Fords, it's setting a new standard in riding comfort and handling ease with the greatest advance in chassis design in 20 years—new Ball-Joint Suspension.

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For lasting pride of possession-ask

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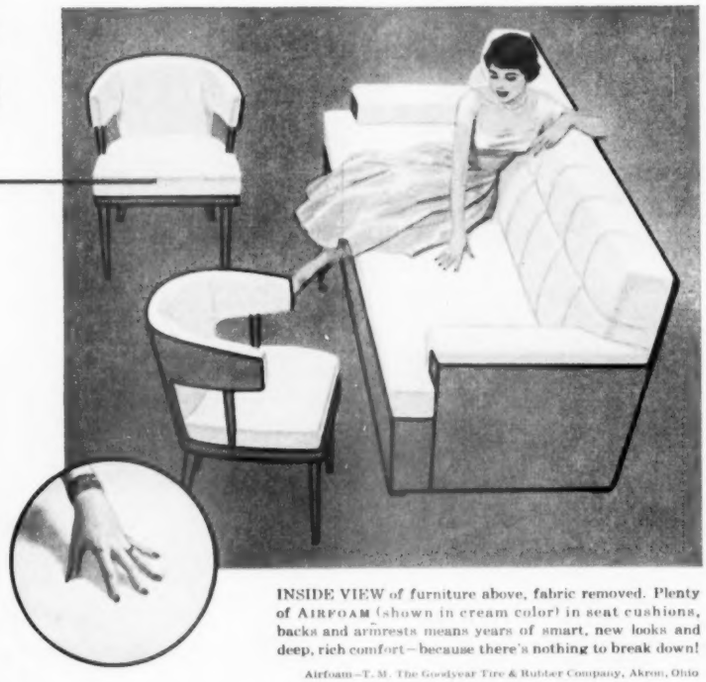
YOU WANT MORE than style and color in furniture—more than comfort, easy care and long wear. You want all that—*plus* the glow of pride that's yours in owning the most modern, the *finest* there is! Happily, there's a wide choice of prices, as well as styles, in furniture cushioned with AIRFOAM. Happily, even those just starting out can afford the rich appearance, the deep comfort, the easy care and long wear found in no other type cushioning. Happily, you can buy with assurance of long-lived value, assurance of *lasting* pride, when the man proudly says: "*AIRFOAM* IS INSIDE!" Goodyear, Airfoam Dept., Akron 16, Ohio.



INSIDE VIEW of furniture above, fabric removed. Plenty of AIRFOAM (shown in cream color) in seat cushions, backs and armrests means years of smart, new looks and deep, rich comfort—because there's nothing to break down!

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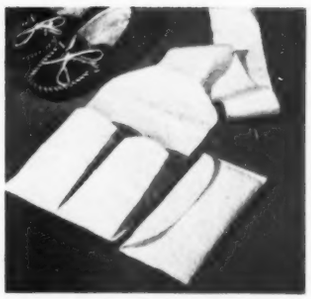

It's NEWS to me!

Continued from page 52

Instead of groping across cold floors for bedroom slippers, keep them at hand's reach. When the alarm clock rings, there they are . . . tucked neatly in the pockets of this slipper keeper. The slipper keeper hangs suspended at the side of the bed, kept firmly in place by a 28-inch strip which wedges securely between the mattress and springs. Made of easy-to-clean quilted plastic fabric in Nile green, sun yellow, and maroon, it's packaged in a 5"x11" envelope of the same fabric—wonderful for hose or hankies. *Slipper Keeper*, $2.29, from mfr. House of Wayne, 1503 State Highway 23, Wayne, N. J.

For vanity's sake, let baby cut his teeth on this novel teething ring. It's a mirror, of safe, unbreakable, plated metal. Soft rubber edge offers an ideal teething surface, and baby will be so fascinated with his own reflection, he'll forget all about those painful gums. A pretty toy with a purpose, in pink, yellow, green, or blue. *Baby-See Mirror*, $1, in stores. Richard G. Krueger, 1359 Broadway, New York 18, N.Y.

Tasting spoon cools sample before you try it. Big wooden spoon is for stirring. To taste, dip a little in the spoon, let it run down through the handle channel to small end. By this time, sample is cool enough to taste. *Portugese Tasting Spoon*, 50c, in stores. H. A. Mack & Co., 165 Newbury St., Boston, Mass.

Gay plaid denim cover shoes solve two problems. You'll appreciate these to protect your child's sleeper feet, using as bedroom slippers; also to slip over shoes to protect clothing, car upholstery, linens, and furniture from dirt and shoe polish. Red or blue plaid. Small size fits shoes 2 to 4; medium, 4 to 6; large, 7 to 9. *Cover Shoes*, 2 pairs for $1, in stores, or order from mfr. Helen Page, P. O. Box 2193BH, Spartanburg, S. C.

Wool-felt polishing pad contains a new, quick-action polishing agent to be used on copperware, silverware, brassware, pewter, stainless steel, chrome, and nickel. It's simple to use—just rub lightly, rinse, and dry. Pad comes in an airtight, re-usable, aluminum-foil envelope, which keeps the polishing agent from drying out. *Glo-Pad*, 15c, in grocery, hardware, and department stores. Woodford-Warner Corporation, 221 North La Salle St., Chicago 1, Ill.

Aluminum pan saves time and work in a variety of ways. It hooks on to all stationary tubs, can be used for boiling starch, rinsing delicate fabrics, bleaching. Or use it on the stove for cleaning vegetables. It's easy to handle, leaves both hands free. Made of lightweight aluminum, it has an 8-quart capacity. *Starch Girl*, $2.95, in stores. Old Art Metal Crafts Co., 3916 S. Pennsylvania Ave., Milwaukee 7, Wis.

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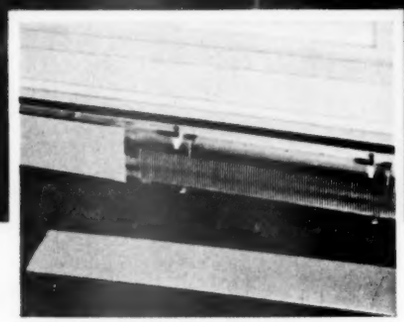

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The Home for All America

By John Normile and Jim Riggs

A BIG ORDER, this Home for All America. A house to please and serve many people in many parts of the country. A house for a New England town, a bustling Midwestern suburb, a Gulf Coast retreat, a Panhandle ranch, an established neighborhood in a city of any size.

A house that shows feeling for tradition and local customs, as well as for recent trends in design—that looks right with materials available and liked where it's built.

A house subject to change, to integration with the astonishing variety of climates and sites that our great land has to offer: a house that will reverse and turn and finally belong to its particular plot of this land, that will properly adjust to the four seasons and to the four compass points—protecting against hot sun and cold winds and roadways and views unwanted—yet embracing all that is worth your having in weather and setting.

This must be a house that is simpler for John Jones to build—whether John Jones is an off-hours handyman with the wife and kids as unpaid assistants, or whether John Jones is a big operative builder developing whole communities with assembly-line production.

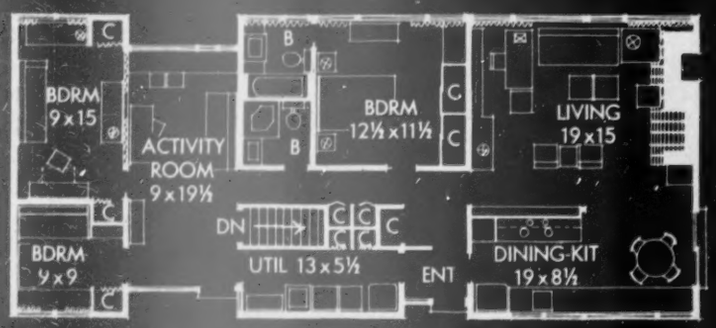
This must be a house that is practical in method, thus in cost. Also in other ways, it must be versatile: a house to serve the family through its growth cycle—from the couple with small children to teen-agers, to the family with grown children and then grandchildren—to recommencing of the cycle.

A house to benefit those of you not now in the market for a new home, that will have a galaxy of ideas for remodeling, for decorating, for landscaping. A house that is the result of team effort—by a magazine that leads its field because it knows its field, by Architect Robert A. Little & Associates of Cleveland who added imagination and know-how, by almost a hundred local builders who brought it to reality.

Photographs: Nyholm

You can see it in the next 18 pages, visit it in your area, and buy complete plans for this house

One floor plan is basis for a remarkable variety of houses



All versions of Five Star Home 2409 stem from this remarkable basic plan of 1,450 square feet

THE VERY BEGINNINGS of such an ambitious project as the Home for All America would surely surprise you for lack of muscular action. At this point a year ago, no drawing boards were in sight. No nails or typewriters had yet come under hammer by carpenter or editor. Foundation footings were months from pouring, and so indeed was our story.

This was the time for *talk*, plenty of it. For *decision*, the hard kind you know will affect a fantastic number of people—those who'll build, those who'll live in the house.

Into all this preliminary discussion came research data. This ranged from formal findings of *Better Homes & Gardens* reader surveys to the observations of staff members who see hundreds of houses yearly in their travels, and who, it's well to say, add to this knowledge by homeownership.

The house now became a set of pointed generalities. It should be a one-floor plan, around 1,400 square feet, with three bedrooms, living-dining space and semiopen kitchen, separate activity space, two bathrooms, generous provision for outdoor living, workshop, storage. Plans would include an optional basement to supplement the large utility-and-laundry area on main floor, and to add recreation space.

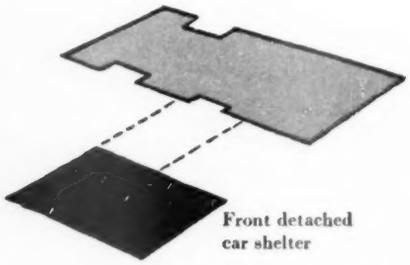
The house would be original but not gadgety. Economical but not sparse. The economy would have to result from new and better *planning*—the fullest use of every square foot of space. From new and better *construction*—the simplest means to an end with today's methods, tools, and materials.

The task of designing a house that would be all these things—plus adaptable to many people in many places—went to a practical architect, Robert Little of Cleveland. That he is a man who can think a house through from beginning to end is clear on these two pages. That his pencil senses also are sharp to beauty is seen on pages following.

Architect Little produced an easy-to-frame rectangular form, divided into uniform bays 9 feet, 8 inches in width. Stock sizes or lengths of materials have been used where possible. This modular system is suited to volume production, and means economy when any variation is built singly.

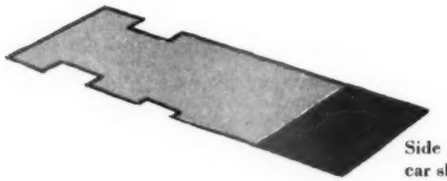
See these houses in full color on the pages to come

Carport located at front for narrow lot.



One series of variations to the Home for All America places the carport to the front, fitting the house to a narrow lot and to a short driveway. This layout is exceptional, too, for a corner lot. As drawing at right shows, moving the house toward corner sets it off from your next neighbor and gives more garden space

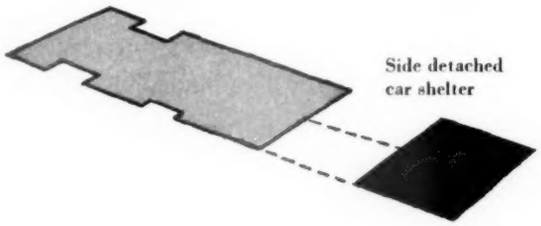
Garage, house join for reasons of climate.



This variation requires a slightly wider building site to handle its side-attached garage. The over-all appearance is unified and compact, and house is suited to either an inside or a corner lot.

Direct entry from garage to house is one advantage for colder climates. The toolshed located behind main house (see drawing, right) helps to screen the terrace from your neighbor at rear.

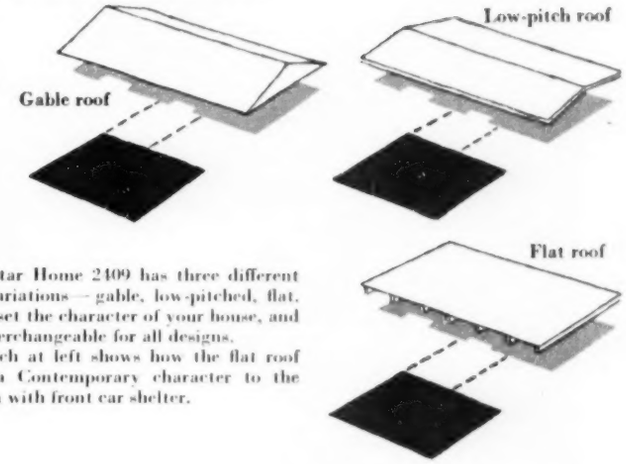
The terrace tucks between carport, house.



With the car shelter now placed to the side and detached from the main house, this variation calls for a still-wider lot. The terrace is enclosed between these two units for added privacy, and is directly accessible to living space inside.

The drawing at right shows how the extra width of this scheme is offset by placing the fenced-in play area at the front of the house. Tool storage backs up the car shelter here.

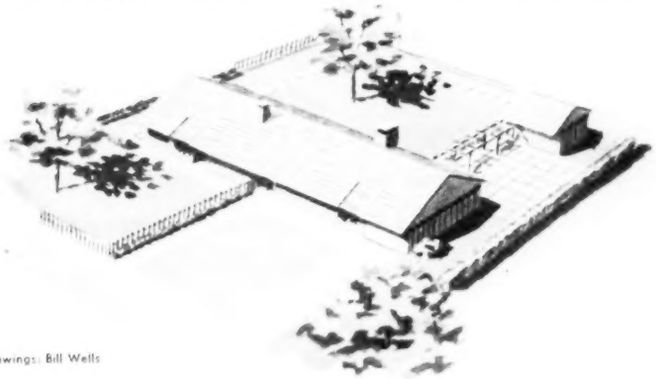
Flat roof, big glass areas, appropriate materials give very advanced design



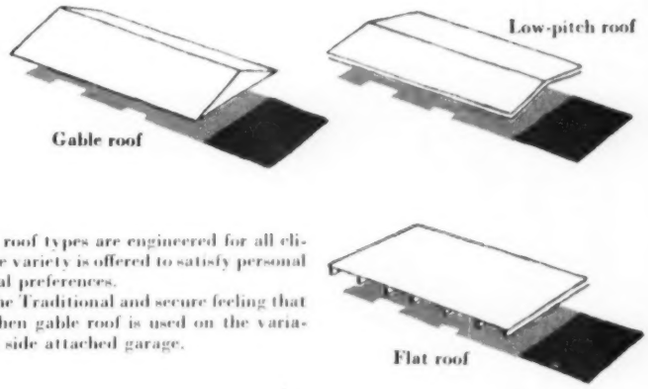
Five Star Home 2409 has three different roof variations — gable, low-pitched, flat. These set the character of your house, and are interchangeable for all designs.

Sketch at left shows how the flat roof gives a Contemporary character to the version with front car shelter.

Gable roof, less glass, traditional materials make this house more familiar



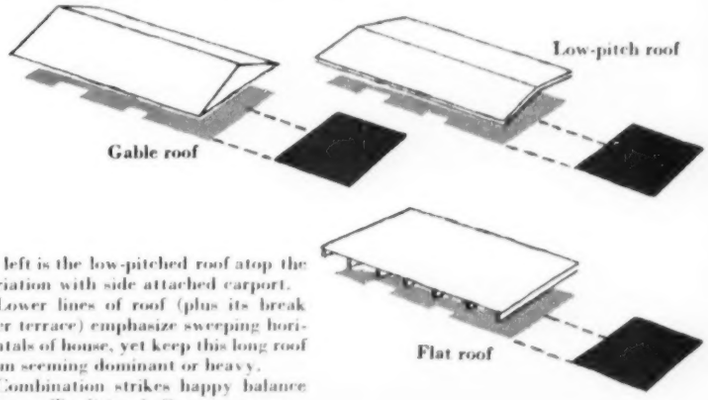
Drawings: Bill Wells



While all roof types are engineered for all climates, the variety is offered to satisfy personal or regional preferences.

Note the Traditional and secure feeling that results when gable roof is used on the variation with side attached garage.

Low-pitched roof, medium glass use, timeless materials are a perfect in-between



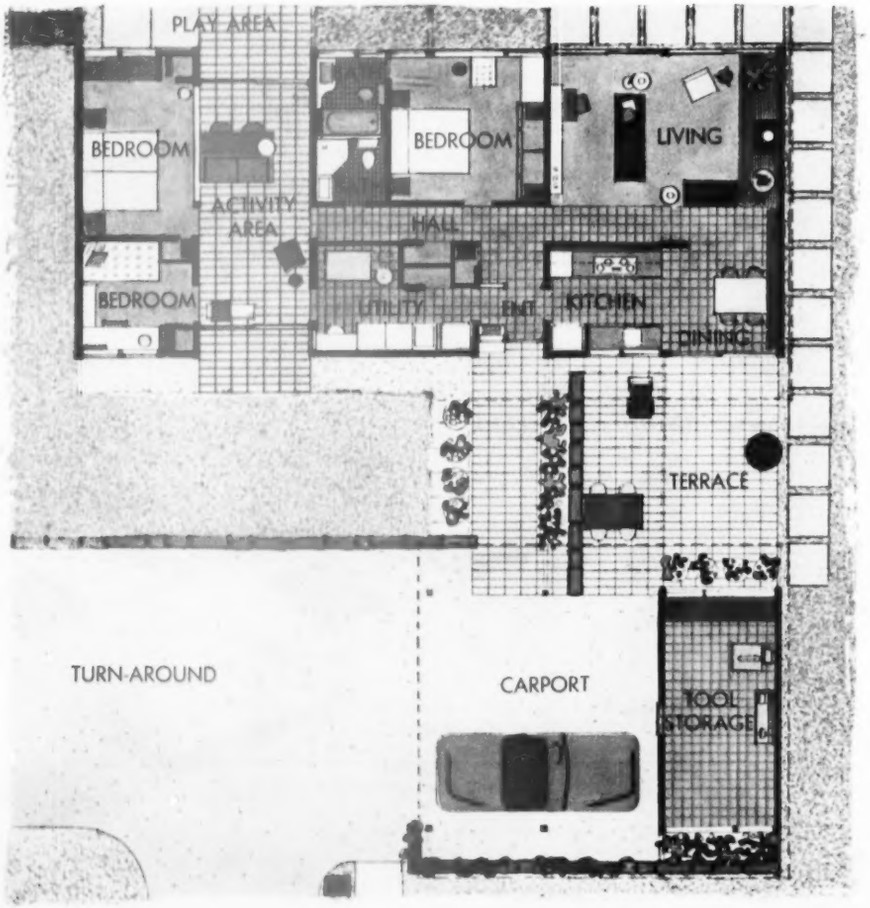
At left is the low-pitched roof atop the variation with side attached carport.

Lower lines of roof (plus its break over terrace) emphasize sweeping horizontals of house, yet keep this long roof from seeming dominant or heavy.

Combination strikes happy balance between Traditional, Contemporary.

Variations run a full range of

This variation features a front car shelter and flat roof



Here you see the open and casual variation of Five Star Home 2409. Terrace and car shelter are at front to allow building on a 70-foot frontage. There's less yard but lots of garden and outdoor living area

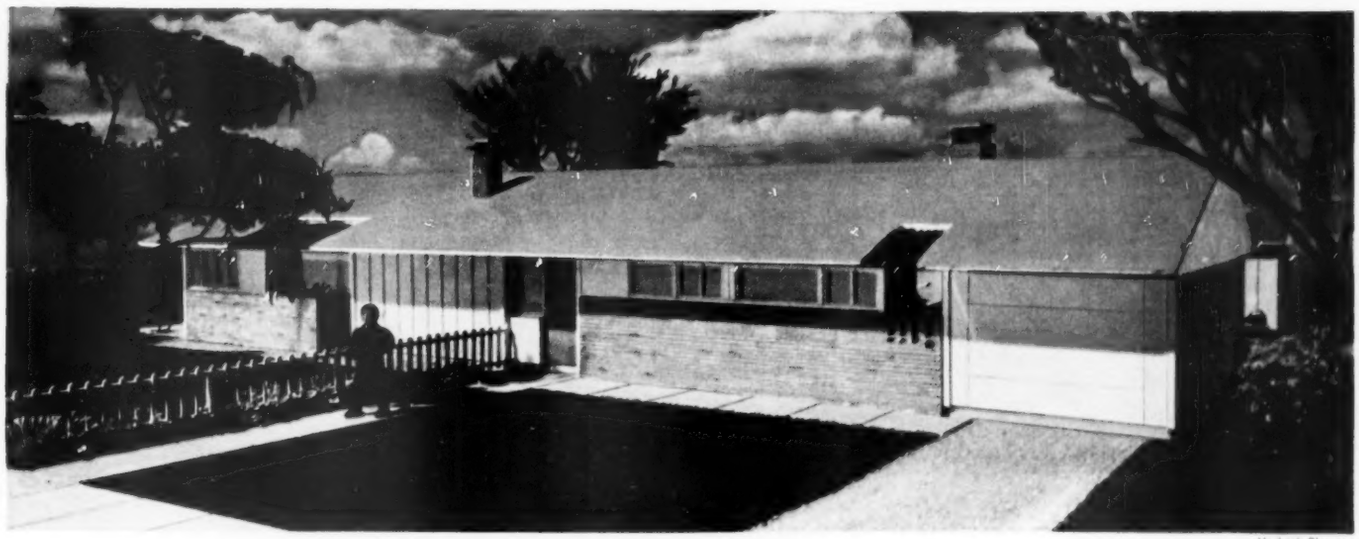
THIS CRISP and exciting variation (it appears at top of pages preceding) makes no changes in room layout, but there are important differences in wall openness, materials, extent and placement of terraces and gardens.

There are 7-foot-tall sliding glass doors at front and back of the activity room, and along the entire rear wall of the living area. And, as you would expect in a house so thoroughly planned for families who enjoy outdoor living and eating, there are big glass doors opening off the dining area directly onto the terrace.

To have this access to terrace, some dining-area counter and cabinet space seen in the two other key variations is here eliminated. However, more storage is included along adjoining wall.

The model photograph above shows Contemporary handling of materials: the vertical siding with natural stain, the white panels of hardboard or plywood or other compositions, the colorful stone.

choice in site use and style



Hedrich-Blessing

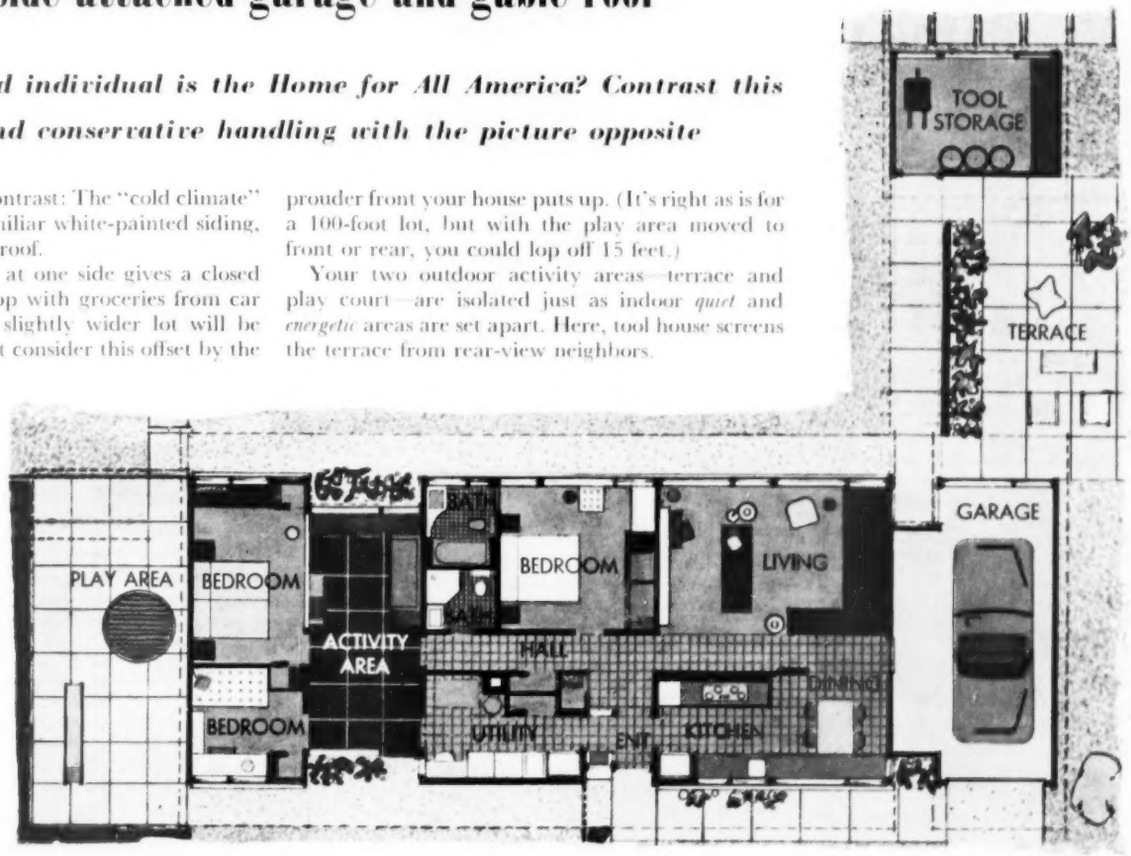
Another has side attached garage and gable roof

How versatile and individual is the Home for All America? Contrast this more "closed" and conservative handling with the picture opposite

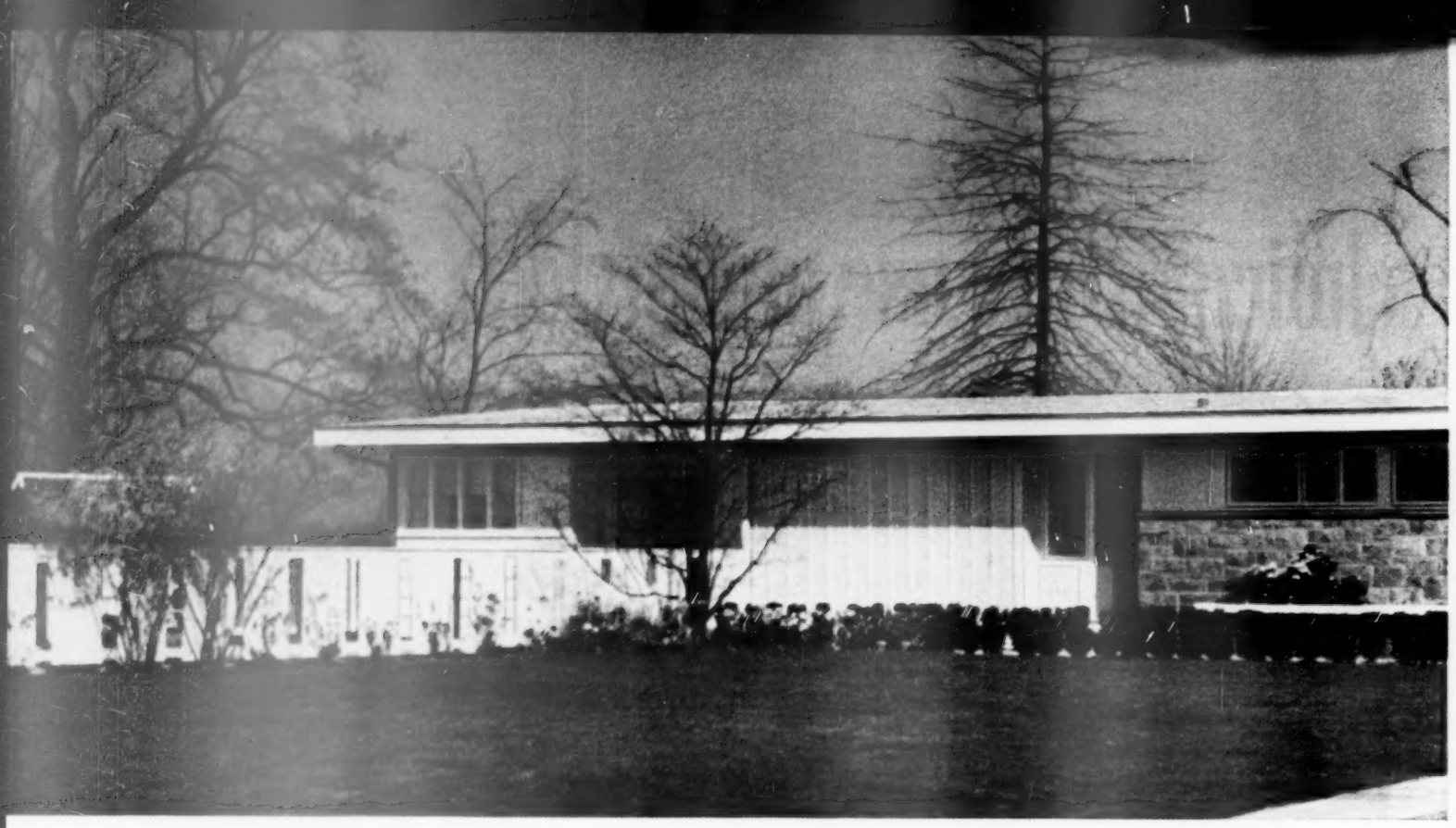
AND IT IS a study in contrast: The "cold climate" roof and garage, the familiar white-painted siding, red brick, and shingled roof.

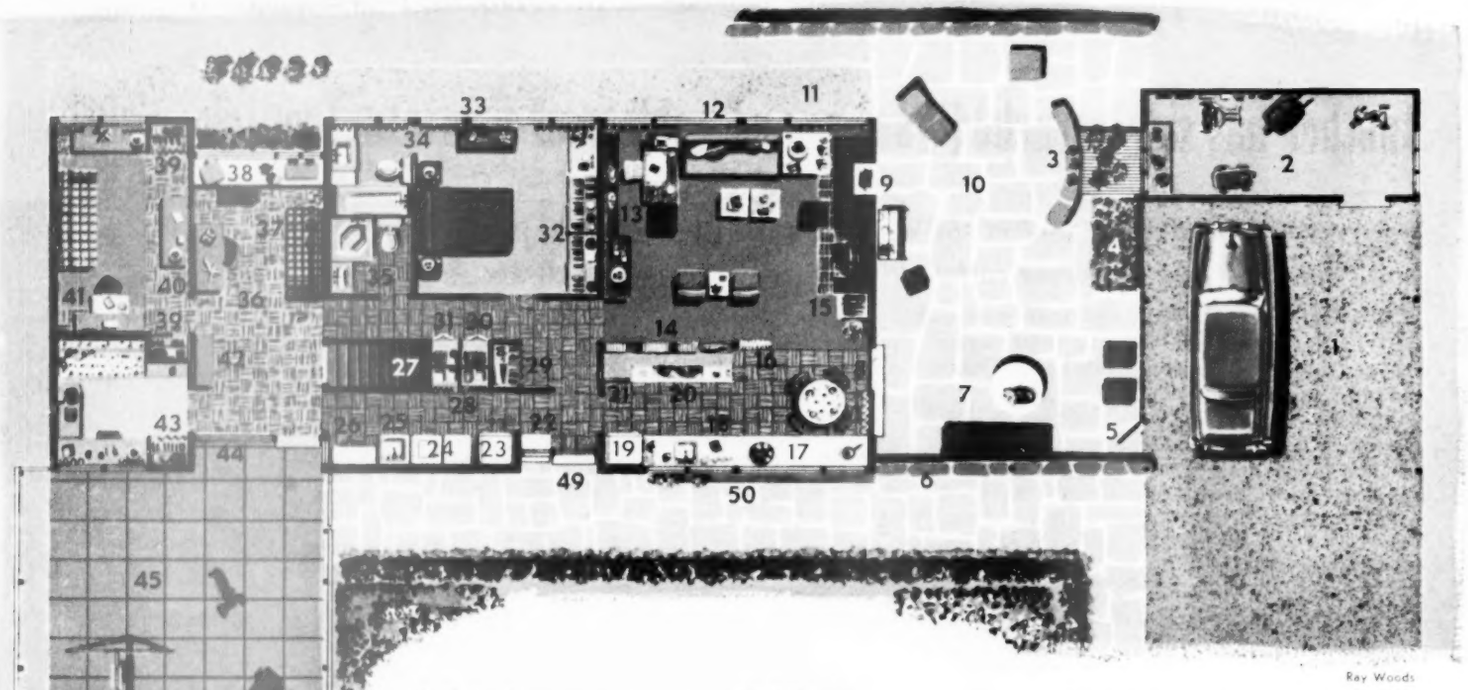
Attaching the garage at one side gives a closed entrance and a short hop with groceries from car to kitchen counters. A slightly wider lot will be necessary, but you might consider this offset by the prouder front your house puts up. (It's right as is for a 100-foot lot, but with the play area moved to front or rear, you could lop off 15 feet.)

Your two outdoor activity areas—terrace and play court—are isolated just as indoor *quiet* and *energetic* areas are set apart. Here, tool house screens the terrace from rear-view neighbors.



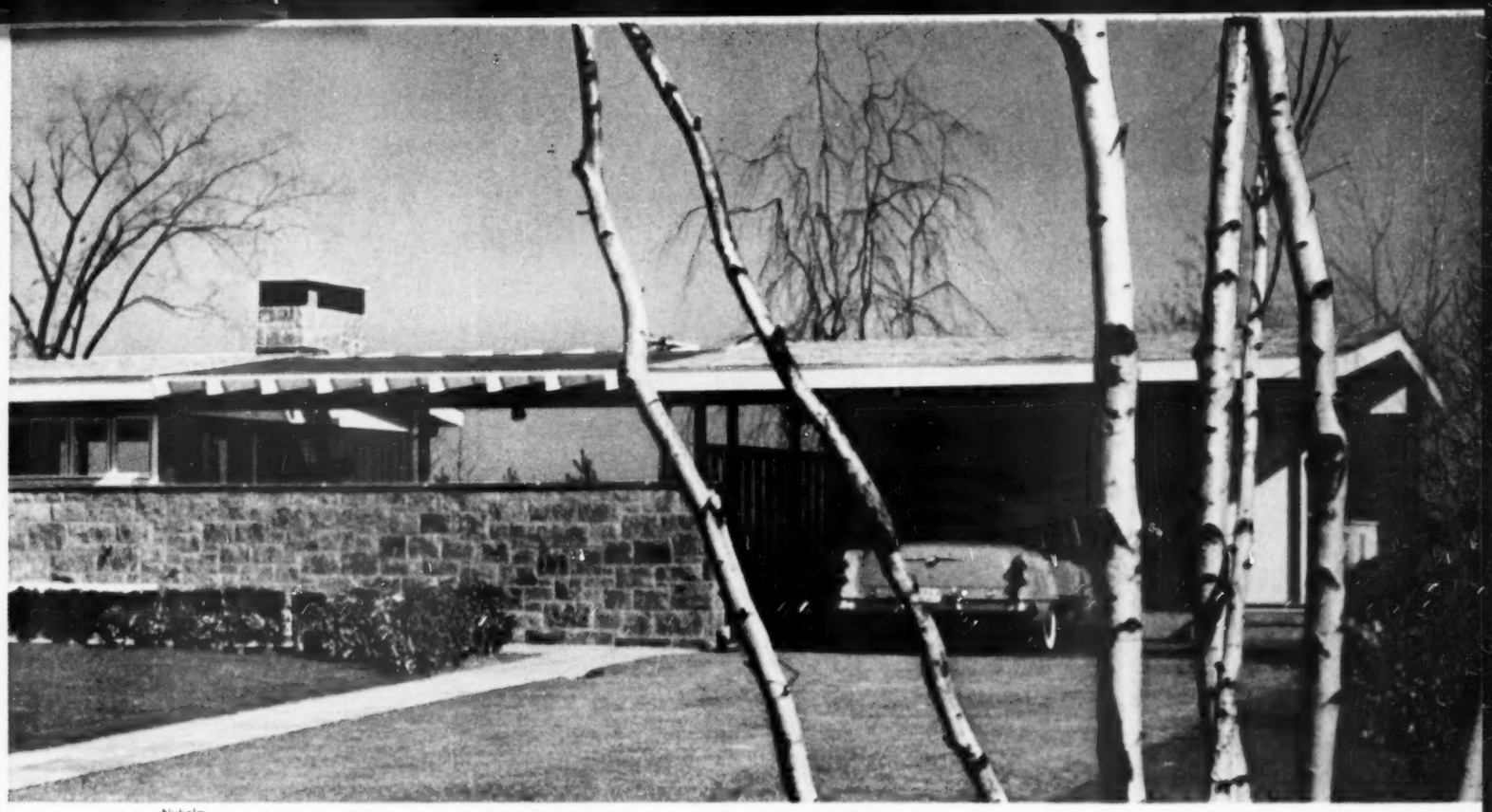
The next 12 pages thoroughly cover a third variation ➔





Ray Woods

1. Shelter for two cars
2. Tool house, fair-weather shop
3. Stone seat and plant rack
4. Pocket for bedding plants
5. Gate to carport
6. Five-foot-high terrace wall
7. Covered terrace (plastic roof)
8. Glass sliding door
9. Outdoor fireplace
10. Open terrace area
11. Gravel strip below eaves
12. Wall-to-wall ventilating casements
13. Adult desk corner
14. Books and shallow closet
15. Fireplace with log rack
16. Dining-area divider
17. Below-counter cabinets, drawers
18. Dishwasher
19. Refrigerator
20. Range, upper and lower cabinets
21. Built-in oven
22. Milk and package pass-through
23. Freezer
24. Washer and dryer
25. Laundry sink
26. Ironer
27. If no basement, the furnace, air conditioner, water heater here
28. Cleaning items, broom closet
29. Entrance closet, full mirror
30. Soiled-clothing hamper
31. Linen and towel storage
32. Wardrobe, owners' bedroom
33. Wall-to-wall ventilating casements
34. Carpet extends to owners' bathroom
35. Second bathroom for children
36. Youngsters' activity area
37. Sofa converts for sleeping
38. Counter beneath windows
39. Closets for large bedroom
40. Folding room divider
41. Study desk
42. Sewing-storage center
43. Closet for small bedroom
44. Glass affords view of play area
45. Scored-concrete surfacing
46. Wading pool
47. Beach play area
48. Planting pocket
49. Covered route, entrance to car
50. Slat shelf for plants



Nyholm

It's everything a house should be

The finished living qualities and beauty that are yours in building any variation of the Home for All America show up here and in pages to come. This is the third basic scheme—noted before as the "perfect in-between" in style and site use.

You pass the coat closet to enter, not abruptly, the living room. A sitting group is at the far end, with glass spanning wall to wall for sun and light and view and space.

The dining area is set off cleverly, but has a folding wall to let you close it when you wish the distinction made, or to let you open it for a delightful interchange of space. Doors lead directly to the terrace for outdoor meals, entertainment.

The terrace brings house and grounds into close and useful harmony. It combines man-made and planted materials to offer you a summer world that is healthful, colorful, and intimate.

The kitchen turns its well-licked thumbs down on any idea that the lady of the house should be banished from the family group while preparing meals. Yet, like its companion dining area, the kitchen can be shut off.

Just beyond the kitchen is the utility room. This narrow area is planned to the very inch—to contain the "mechanics" of the house and to serve also as cleanup space for everything from laundry to fishing boots to sod-busting youngsters.

This utility room has a right to be small. The reason is such spread-out operations as sewing and ironing are better done in the pleasant and open activity room. Wall space in the utility room is therefore devoted to storage, and the square footage saved is added to the activity room.

In any variation of Five Star Home No. 2409, children get a wonderful break. They have a world of their own, comprising a third of the house. The children's sleeping rooms are small on purpose. Again, Architect Robert Little's idea was to save all available space for broader use in the adjoining activity room.

One wall of the largest bedroom in the youngster's end of the plan has a movable screen above a waist-high wall between it and the activity room. This can remain open when privacy is not needed and, in fact, probably would be closed only during sleeping hours. The owners' bedroom, in contrast, is isolated—and boasts of its own bathroom and full-width storage wall.

You can buy complete working drawings for this or any *Better Homes & Gardens* Five Star home. Order just one set of plans, No. 2409, to build any variation of this month's house. See page 161.

Architect: Robert A. Little & Associates of Cleveland, Ohio
Sponsor: The Getman & Judd Company of Stamford, Connecticut
Builder: Homecraft Builders, Inc. of Stamford, Connecticut
Decoration and furnishings: Bloomingdale's, New York-Stamford

One end is mostly walnut: wall, furniture, even the built-in bookcase you see at right across page. Against it are clean-cut accents of color and white accessories

Living-dining areas merge for full use of space

By Florence Byerly

COLOR scheme merges, too—a trick you can use to make any small house seem larger. Basically, it's green, turquoise, and blue, but emphasis varies. In living-dining section, turquoise predominates; in master bedroom, it's blue, and out in the activities section, there's lots of chartreuse green. Even the exterior repeats these colors with white.

Bloomingdale's (Stamford-New York) has furnished the home for active living its plan makes possible. Buffet supper? Rearrange living-room chairs and tables, set up card table, and bring in turquoise kitchen chairs. Warm evenings? Move round dining table out to terrace. It's weatherproof, and there's plastic overhead. Television football game? Seat a dozen boys and dads in activity room.

Window shades are all wood-slat roll-up type, but note the varied draperies. For the glass sliding doors in the dining area, the drapery hangs on a brass pole and is lined with green that is colorful when seen from terrace side.

Fireplace is simple in construction. Angled sides—designed centuries ago to bounce heat—are straight, since the fireplace today isn't a prime heat source but rather a psychological center of the house. A symbol, not a furnace.

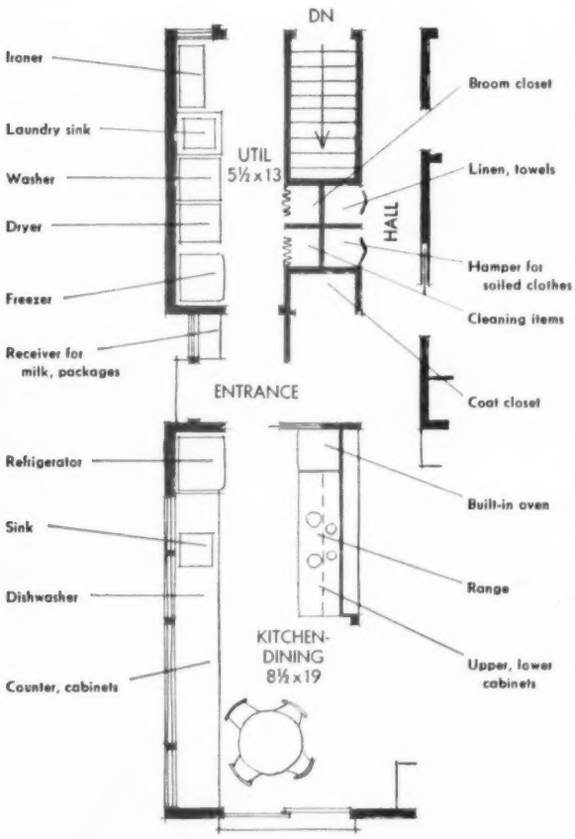
See how white paint ties in all architectural features, including the ceiling beams, the vertical-board-and-brick fireplace, the door- and window frames. And white's repeated in table tops and lampshades

Living room looks bigger because colors continue into the dining area. Note shift to smooth flooring which is closely matched to the textured carpet of the living room. Accordion door and the ceiling ventilators prevent cooking sights and smell. Big parties are served buffet style. Furnishings were chosen for the flexibility of arrangement they offer. The stools, tables, even the big chairs, move easily to suit different arrangements and your different moods

Kitchen-utility room: a ship's galley in plan and efficiency

THE WORK CENTER of Five Star Home 2409 is compact and stepsaving. Although a separate room, kitchen is close enough to utility room that you can tend washer and dryer while going about other tasks. (Since modern laundry equipment is so clean and efficient, washer and dryer are meant to stay on main floor even if house is built with basement.)

There's counter space close by the refrigerator, and its birch-plywood compartment is a colorful spot to hang towels. Sink is near refrigerator for cleaning vegetables and fruit before putting them away. Opposite sink are wall cabinets for dishes and glasses. Above range is space for cooking supplements—spices, seasonings, shortening. Above oven is storage for casserole and baking dishes. Drawers for silver and cabinets for serving pieces carry into the dining area.



Eating area is length of kitchen removed from cooking end. There's also a fan to exhaust heat and odors. Windows and sliding doors add ventilation. Direct lighting in tubes or "spots" is above work surfaces and dining table

Living-room bookcase and shallow closet are back of the kitchen wall shown above. Down the hall, you glimpse entrance closet, and young man dutifully using built-in soiled-clothes hamper. Just beyond him is towel storage

This dining area open to the kitchen is planned for the sociable family . . . for fun of breakfasts that happen a few feet from the making, for lunches quick on food and long on talk, for evening companionship that continues from setting to clearing your table

Energetic space for people who put a house to active use

THE ACTIVITY room off the two end bedrooms *is* a place for small children to play indoors during bad weather or evenings. But, as pictures here prove, it's planned to go far beyond this in use and comfort.

As children grow, dolls and toys will give way to model airplanes and tuba lessons and schoolbooks. Then will come a record player, trying for all it's worth to outshout a party of dancing teen-agers.

Because of the separation of this activity room from the living room, parental peace of mind is kept through the entire growth cycle. More to the point, this is an area where Mom and Dad will often *want* to join in—to watch TV or engineer the electric train and homework.

The activity room is versatile in other ways, too. Its sofa should be the type that can sleep a guest or a recuperating child. With access to outdoors, it also can serve visiting in-laws or even elder members of the clan who come to live when children are grown and married. (On page 152, we show how the adjacent utility room can be equipped as a "second" kitchen.)

Both end walls of the activity room are largely glass, tucked back from the other walls to give a wide overhang for shade, protection when entering, and for a spot to hurriedly stash tricycles when the rains come.

1 (see plan)

Activity room is a wonderful spot for daytime ironing and sewing. Glass areas at both ends give plenty of light and a view commanding fenced play court.

You glimpse utility room and door to basement stairs at left. Right is door to small bedroom.

The floor is a durable tile, flecked with green that nicely matches the chartreuse walls.

Nyholm

2 Looking the other way, note splendid integration of the outdoor play area with activity room inside the house.

There are gates against the house at both right and left in picture, keeping this entrance to a private end of house from use by callers or for deliveries.

Note how even the playground equipment and small wading pool are painted to blend with house.

Activity area serves double purpose: Recreation space is added to small bedrooms; parents' room is better set off from children's zone. Arrows mark camera angles of pictures

3 Camera angle marked on plan shows this is view from the large children's bedroom to "comfort" end of activity area.

Wall between is built about waist high, and opening above can be regulated by the accordion-type dividers shown.

There *is* a desk in the living room, but our lady of the house uses this long work counter for ordering and other telephoning.

Sofa makes into bed for family or guest sleeping. Note the handsome brass lighting fixture mounted on wall by sofa.

4 Activity area is built and furnished for the hard use it will get, but decorating is in harmony with the bedroom it semiadjoins.

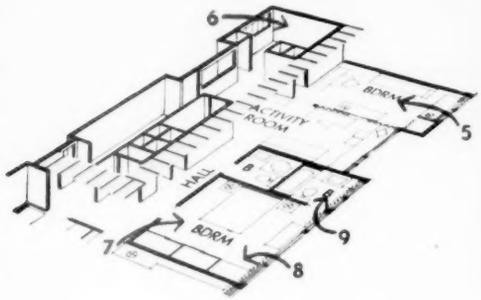
Walls, ceilings, folding doors, and trim are painted chartreuse. Bedroom in background has a matching plaid fabric in the sofa bed and the draperies. Windows in both rooms use white roll-type wooden blinds for shade and privacy.

Work table is finely scaled for small room, but its natural wood surface and iron legs will take lots of abuse. Small television set can be viewed from sitting side of activity room.

Next two pages take you into bedrooms and bathrooms shown in plan above

Bedrooms meet the special needs of parents and children

Ceiling-light strip starts here by the entrance and continues down hall to end bedroom (sketch below). Lightweight panels of white corrugated plastic are set in flush below fluorescent tubes



5 (see plan)

Hit the hay or hit the books? Each to his own when folding doors are closed between bedroom and activity area.

Plastic panels of flush ceiling light are attractive here against chartreuse.

Desk and storage piece do big jobs in small space. The square orange benches are interchangeable between these rooms.

6 Small bedroom is furnished for little girl.

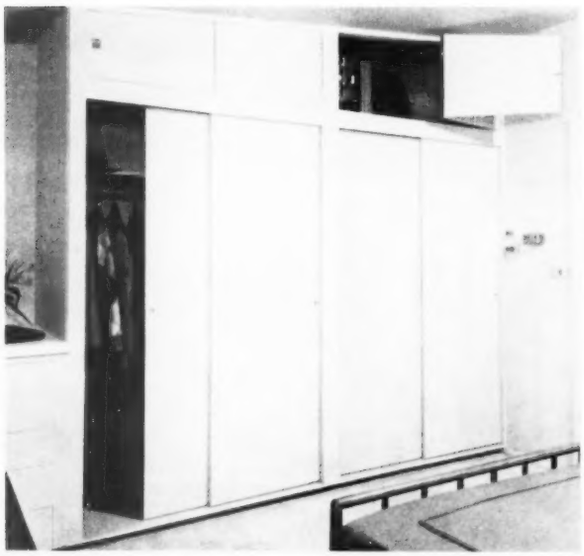
Its colors are strong pastels against white side walls and rug, light paneled end wall.

Bedspread, bolster, and ruffle are flowered fabric. Draperies are blue polka dots on white.

Out of picture is a dresser and bookcase, painted yellow like low bench. Accessories are colorful cushions and mitten puppets.

Do you have special building, remodeling, or decorating problems? You'll find help by visiting a Home Planning Center operated in cooperation with Better Homes & Gardens. To locate the Center nearest you, please check the listing which appears on page 230.

7 In owners' bedroom, as in living room, blue and green in proper shades set a remarkable color scheme. Wall of casement windows has white draperies with floral patterns of blue and green (repeated in bathroom). Light walnut furniture has Provincial-Modern character



8 This built-in wardrobe with drawer section occupies one full wall of owners' bedroom. Wardrobe is divided down middle for husband and wife; above is storage space for luggage, hatboxes, and other items of infrequent use. The unit is painted a light blue

9 This house contends that two small bathrooms are better than one, no matter how big the one. Here, as in child guest bathroom, all available space is used for counter, cabinets. Fixtures, tile, rug are light blue like bedroom. Cotton rug can be taken up for washing

The outdoors: built into your house and around your family

Play court is at front in this variation. Fence panels have spacings between for ventilation and decorative interest.

Scored-concrete surfacing gives the youngsters an all-weather play area: for summer, there's even a pool and beach.

Best of all, busy Mother can supervise from windows in kitchen, activity room.

Note how the alternate areas of green, white, and turquoise add appeal to rear of house. Also, how irregular branches of beech tree relieve straight lines.

Same blue-gray stone is used for low "sitting" wall here, for chimney, and for front wall hiding terrace from street. For a close-up of this barbecue side of the terrace, review our cover photograph.

And here's another side of the terrace. Plastic sheets are over beams, rafters that link carport and house. Effect is colorful as sunlight filters to flagstone, and you have a partial shelter.

A section of the white fence here is hinged as gateway to carport and tool house (small windows at left).

Landscaping: Joseph A. Dietrich, L.A., and Edward A. Connell, L.A.

One attractive feature of the family terrace is this stone seat and rack for potted flowers and plants. At ground level in front of the white board fence is a pocket for your colorful bedding flowers

MOST AMERICANS take well to the outdoors, but you'd never know it by most houses. As a group, we spend incredible amounts of money for brief communion with the outdoors . . . the outdoors someone else happens to own.

Our quests for a clean breath of air and a pleasant sight to behold take multitudes of travelers to resorts and parks. Add to this the weekend golfers, the Sunday baseball crowds, the fellows who drive miles and miles for a moment with pheasant or trout.

But our houses? Even now, most are being built with no regard at all to the delights and healthful living that can come with even the smallest plot of ground. Certainly, we won't all have a mountain or a cascading stream on or in view of our property. Nor will we expect space to hit brassie shots or chase feathered game.

But we can, for little extra cost, build a clean breath of air and a sight to behold right into our houses. And we can sit there comfortably and realize that this isn't just a California fad, that those of us who have a shorter warm season each year perhaps have even more reason to make the most of it when we can.

Here, house and site as sponsored by The Getman & Judd Co. of Stamford, Connecticut, are so beautifully related that you may first see this as shooting the works to prove a point. The true point comes as you look closer: what can be done with materials, *built* and *planted*, that are commonly available and *not* expensive.

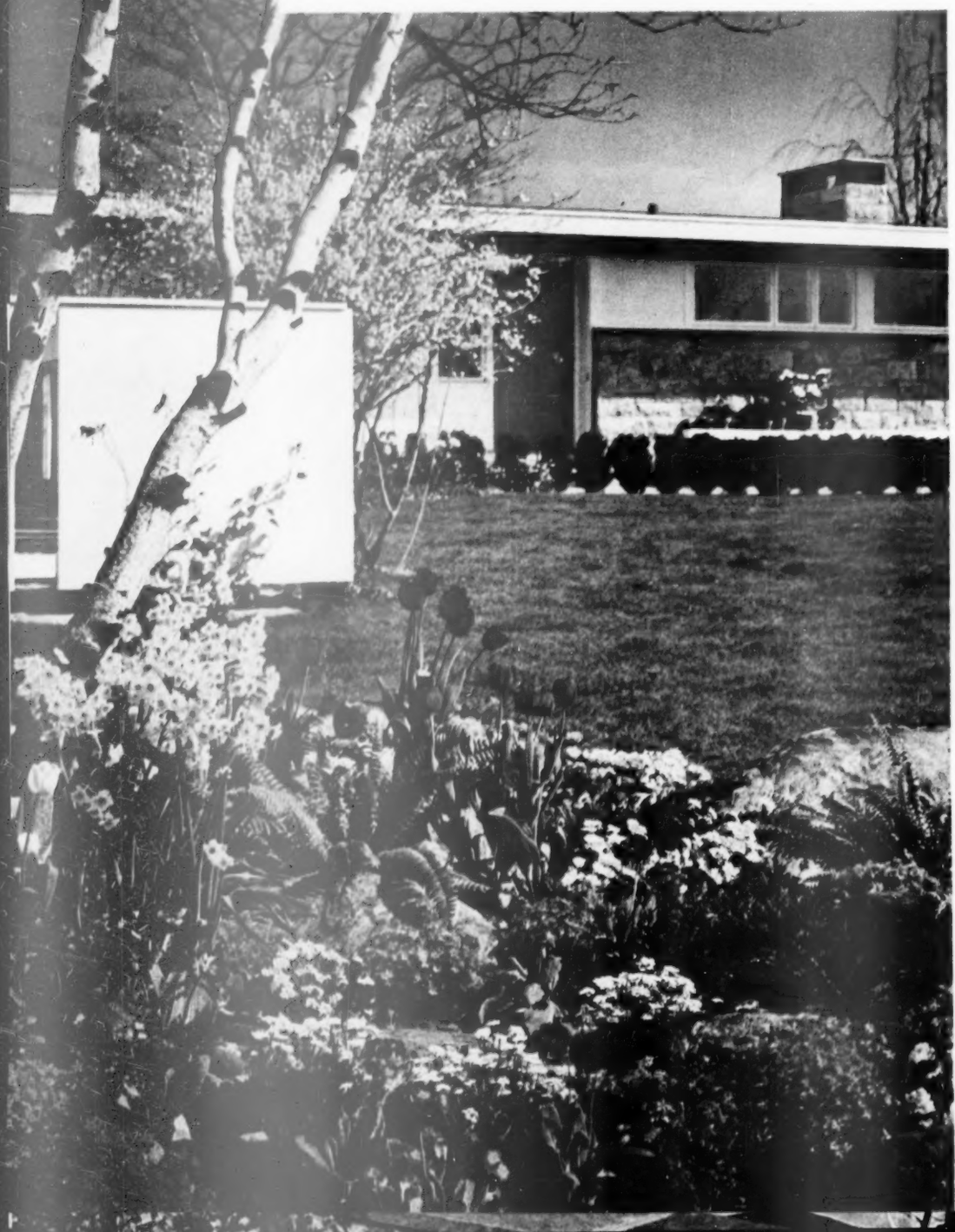
Next page, where to visit this home. More pictures, page 152

And now visit the Home for All America

Almost 100 models of this home have been built for your inspection in 37 states and Canada

See the model of the Home for All America in your area. Check this list for the cities in which Five Star No. 2409 will be open for inspection, name of the builder, and the store furnishing the home.

Watch for local announcements of the opening date.



ALABAMA

Montgomery, 2801 Colonial Drive
Built by: Carr & Rothschild, Inc. and Ballard Realty Company
Furnished by: Bishop-Parker Furniture Company

ARIZONA

Phoenix, 217 West Palmaire
Built by: Acme Construction Company
Furnished by: Mehagian's

Tucson, Wilmot at Broadway
Built by: Lusk Homes
Furnished by: House of Enchantment

ARKANSAS

Little Rock, Garland and Avondale, Park Hill
Built by: W. S. Daniel Company, Inc.
Furnished by: Steinkamp's Home Furnishers

CALIFORNIA

Burbank, 1045 East Cornell Drive
Built by: Arthur K. Ehrlich & Associates
Furnished by: Dan Aberle, Sherman Oaks

La Mesa, Falmouth and Gregory, Severin Manor
Built by: Severin Construction Company
Furnished by: Walter Broderick & Associates

Long Beach, 5579 Lonna Linda Street
Built by: L. S. Whaley Company
Furnished by: Aaron Schultz Furniture Company

Riverside, 2960 Pinkerton Place
Built by: Sun Gold, Inc.
Furnished by: Westbrook's

San Rafael, 500 Las Colindas Road, Terra Linda
Built by: Terra Linda Corporation
Furnished by: Frank Newman's, San Francisco

Santa Barbara, 35 Morada Lane
Built by: Paul A. Greene
Furnished by: Henry Levy, Inc.

COLORADO

Colorado Springs, 1101 Vega Drive
Built by: Sloan Construction Company
Furnished by: Home Furniture Guild Galleries

Englewood, 2901 South Franklin Street
Built by: Hawkins Associates, Inc.
Furnished by: Davis & Shaw Furniture Company, Denver

CONNECTICUT

Stamford, Hoyclo Road off Highridge Road
Sponsored by: Getman & Judd Company
Built by: Home Craft Builders, Inc.
Furnished by: Bloomingdale's, New York City—Stamford

FLORIDA

Coral Gables, S. W. 119 St. & 68 Court, Oakridge Estates
Built by: Porter-Wagor-Russell, Inc.
Furnished by: Burdine's, Miami

Jacksonville, Monterey
Built by: Joseph O. Shaffer & Company, Inc.
Furnished by: Ridgell Furniture Company

Orlando, 12 Interlaken Road
Built by: Rupert L. Rumpf, Jr.
Furnished by: Home Furniture Company

Tallahassee, Glenview Drive, North Wood Estates
Built by: Bruce Construction Company
Furnished by: Danley Furniture Company

Tampa, 4314 Woodmere Road
Built by: J. L. McNorrill
Furnished by: Florida House, Inc.

GEORGIA

Columbus, Lynda Lane
Built by: R. M. Wright
Furnished by: Milton Carroll Furniture Company
Decorated by: Morris Decorators

Sandy Springs, 425 Carriage Drive
Built by: Spratlin & Harrington Development Company
Furnished by: Ray Lang, Inc., Atlanta

IDAHO

Boise, Phillippi and Overland Streets
Built by: Boise Payette Lumber Company
Furnished by: Hendren's Furniture Company

ILLINOIS

Arlington Heights, Highland Avenue and Kerchoff Road
Built by: Trude Land Development
Furnished by: Carson Pirie Scott & Company, Chicago

Naperville, 310 South Julian Street
Built by: Charles Shiffler & Sons
Furnished by: Oliver J. Beidelman Furniture Store

INDIANA

Fort Wayne, 4921 Tacoma
Built by: John R. Worthman, Inc.
Furnished by: The Jefferson House

Michigan City, 140 Boyd Circle, Edgewood
Built by: General Construction Company, Inc.
Furnished by: Shon Furniture Company

IOWA

Des Moines, 4116 Beaver
Built by: E. A. Milligan & Son, Inc.
Furnished by: Younkers

Riverdale, 5 Circle Drive
Built by: Harvey Construction Company
Furnished by: Healey-Eckmann Interiors, Davenport

Sioux City, 4514 Perry Way
Built by: Dohrmann Construction Company
Furnished by: T. S. Martin Company

KANSAS

Indian Hills, 4603 Homestead Drive
Built by: Hoyt Fowler
Furnished by: Mehornay Furniture Company, Kansas City, Missouri

Wichita, 2725 North Fountain
Built by: Ken Stowell & Company
Decorated by: John Coultis, Interior Decorator

LOUISIANA

Alexandria, McNutt Drive, Plantation Cres Sub-Division
Built by: Homewood Development Company
Furnished by: Hemenway-Johnson Furniture Company, Inc., and Schwartzberg's, Inc.

New Orleans, Robert E. Lee Boulevard and Opal Street, Lake Shore Sub-Division
Built by: L. P. Smith Company
Furnished by: Maison Blanche

MARYLAND

Baltimore, 800 Malvern Avenue, Ruxton
Built by: "Four Winds" Corporation
Furnished by: Stewart and Company

MASSACHUSETTS

East Longmeadow, Hunting Road off Allen Street
Built by: Gerald E. Spear, Inc.
Furnished by: Furniture Distributors, Inc.

Framingham, 50 Davidson Road
Built by: Sumner D. Hersey
Furnished by: R. H. White's, Boston

Worcester, 483 A. Salisbury Street
Built by: M. Carter Construction Company and Irvin J. Coven Realty Company
Furnished by: Miller Furniture Company

MICHIGAN

Ann Arbor, 2782 Bedford, Ann Arbor Hills
Built by: Holley & Wilson
Furnished by: Barrett Furniture, Inc.

Battle Creek, Estate Road
Built by: Cobb Brothers, Inc.
Furnished by: Swank's Furniture Company

Birmingham, 870 Woodlea
Built by: Frankel Brothers
Furnished by: The J. L. Hudson Company, Detroit

Muskegon, Linderman Drive at Moulton, Garber Woods Sub-Division
Built by: John R. Achterhoff

MINNESOTA

Duluth, 2727 East 8th Street
Built by: William C. Rothman, Home Builder
Furnished by: Enger & Olson, Inc.

Minneapolis, 1640 Spring Valley Road, Golden Valley
Built by: Otten Construction Company, Inc.
Furnished by: Dayton's

St. Paul, 1317 South Victoria Road
Built by: TilsenBilt Homes, Inc.
Furnished by: Schuneman's

MISSISSIPPI

Jackson, 1215 Meadowbrook Road
Built by: Kimbrough Homes, Inc.
Furnished by: R. E. Kennington Company

MISSOURI

Olivette, Grandview Drive and Forsythia Lane
Built by: Pennant Construction Company
Furnished by: Stix, Baer & Fuller, St. Louis

Springfield, Rolling Acres
Built by: Glenn L. White Company
Furnished by: Vanguard Contemporary Shop

NEBRASKA

Lincoln, 1600 Sunset Road, Park Manor
Built by: Peterson Construction Company
Furnished by: Hardy Furniture Company

Omaha, 704 Dillon Drive
Built by: Dillon Realty Company
Furnished by: Orchard & Wilhelm

NEW MEXICO

Albuquerque, Princess Jeanne Park
Built by: Dale Bellamah Construction Company
Furnished by: American Furniture Company

NEW YORK

Binghamton, 9 Ritchie Road
Built by: Clifford Booth & Son
Furnished by: McLean's

Depew, George Street, Transit Hill Sub-Division
Built by: Transit Hill Corporation
Furnished by: J. N. Adam & Company, Buffalo

De Witt, Sycamore Street, Orvilton Heights
Built by: Bellinger Construction Company, Inc.
Furnished by: Dey Brothers, Syracuse

Glen Cove, Long Island, 1 High Pine, Pine Ridge
Built by: Miller Homes

Rochester, 137 Maybrook Road
Built by: Fred P. DeBlase
Furnished by: McCurdy & Company

Schenectady, 1960 Townsend Road, Hexam Gardens
Built by: Wade Lupe
Furnished by: Wallace's

NORTH CAROLINA

Greensboro, 2200 Villa Drive
Built by: Superior Construction Company
Furnished by: Morrison Neese Furniture Company

OHIO

Akron, 192 Winston Road
Built by: Clint Miller Building & Realty Company
Furnished by: The M. O'Neil Company

Berea, Eilen Drive, Manning Park
Built by: L. T. Blackman
Furnished by: The Higbee Company, Cleveland

Canton, 3019 Woodridge Drive, Northwest
Built by: E. J. Plott Agency
Furnished by: Summers Furniture Shoppe

Columbus, 3516 Colchester Road
Built by: Far West Homes, Inc.
Furnished by: The Furniture House

Dayton, 744 Locust Camp Road
Built by: Paul E. Lapp
Furnished by: Town & Country Furniture Shop, Inc.

Middletown, 2907 Rusmar Court
Built by: Ray McMullen
Furnished by: Bates Shop, Inc.

Portsmouth, Lot No. 6 Hickory Lane, Rosemount
Built by: William A. Newman Company
Furnished by: Long & Company

Sharonville, Malaer Drive and Sharonview Avenue
Built by: Malaer & Carabin
Furnished by: H. & S. Pogue Company, Cincinnati

Springfield, 715 West Home Road
Built by: Corbin Realty Company
Furnished by: People's Outfitting Company, Inc.

Toledo, 2830 Emmick Road
Built by: Nopper Construction Company
Furnished by: Sam Schwartz, Inc.

OKLAHOMA

Tulsa, 4225 South Oswego (2 homes)
635 North Zenophr
Built by: Nuckolls Construction Company
Furnished by: Dickason-Goodman

OREGON

Portland, 4323 Southwest Idaho Drive
Built by: Duke Newby
Furnished by: Meier & Frank Company, Inc.

PENNSYLVANIA

Lemoyne, Colgate and Center Drive, Cedar Cliff Manor
Built by: Stuart M. Heagy
Furnished by: Pomeroy's, Inc., Harrisburg

Media, Hunt Club Hill
Built by: Arters Brothers, Inc.
Furnished by: Snowden's, Inc.

Mount Lebanon, 1250 Lakemont Drive
Built by: Edward M. Ryan, Inc.
Furnished by: Charles E. Beck Company, Charter Oaks

Wyoming, Route 11 Wyoming Avenue
Built by: Joseph F. Hovanec
Furnished by: People's Outfitting Company, Inc., Wilkes-Barre

RHODE ISLAND

Cranston, 140 Meshanticut Valley Parkway
Built by: Regnier Laurienzo & Company, Inc.
Furnished by: Canal Furniture Show Room, Providence

SOUTH CAROLINA

Columbia, Pinebranch Road, Forest Lake
Built by: Boyd Heinitsh Construction Company
Furnished by: Devine Street Furniture House

Greenville, 41 Lake Fairfield Drive, Lake Forest Sub-Division
Built by: Lineberger & Paul
Furnished by: Henley Furniture Company
Decorated by: Mayfield's, Inc.

James Island, Fort Johnson Road, Eastwood
Built by: Ashley River Construction Company
Furnished by: Cowperthwait, Inc., Charleston

TENNESSEE

Knoxville, Wesley Road and Stockton Road, West Hills
Built by: Wade E. Keever
Furnished by: Millers, Inc.

TEXAS

Austin, 5601 Ridgeoak Drive
Built by: W. L. Mayfield
Furnished by: Shanks-Meyers Furniture Company and Calcasieu's

Corpus Christi, 3718 Sabey Drive
Built by: Fry & Cochran
Furnished by: Allen Furniture Company and Lichtenstein's

Dallas, 11038 Cinderella Lane
Built by: Truett A. Bishop
Furnished by: Rick Furniture and Carpet Company

El Paso, 4150 North Kansas Street
Built by: Driver Construction Company, Inc.
Furnished by: American Furniture Company

Fort Worth, 2609 Hartford, Mocking Bird Lane Addition
Built by: Bob Jones and Company
Furnished by: The Fair

Houston, 7923 Glenview Street
Built by: Fred McManis
Furnished by: Joske's of Houston

San Antonio, 134 Cityview Drive, Inspiration Hills
Built by: L. E. Fite Company
Furnished by: Joske's of Texas

Tyler, 714 Shannon Drive, Southern Oaks Addition
Built by: Harold Lawler Construction Company
Furnished by: Madsen's Interiors

UTAH

Salt Lake City, 4089 Diana Street
Built by: Melvin H. Jensen
Furnished by: South East Furniture Company

VIRGINIA

Alexandria, 1076 Quander Road, Bucknell Manor
Built by: Clarence W. Gosnell, Inc.
Furnished by: The Hecht Company, Washington D. C.

WASHINGTON

Bellingham, View Ridge Drive, Alabama Heights
Built by: Walker & Florence
Furnished by: McClelland Interiors, Seattle; Ethel Stockton, Bellingham

Seattle, 4231 East 73rd Street, View Ridge
Built by: Albert Balch, Community Builder
Furnished by: Northgate Furniture Company

Spokane, 54th Avenue and Arthur Street
Built by: Seneca Construction Company
Decorated by: J. Poulin

Tacoma, 1101 Lenore Drive
Built by: Miller Construction Company
Furnished by: Lindstrom's Home Furnishings, 8021 Portland Avenue

WISCONSIN

Milwaukee, 114 West Brown, Deer Road
Built by: Nordale Realty Company
Furnished by: Mayer-Hughes Company

WYOMING

Cheyenne, 3837 Olive Drive
Built by: Simmons Construction Company
Furnished by: Grier-Morris Furniture Company

CANADA

BRITISH COLUMBIA

Vancouver, 4181 Sunset Boulevard
Built by: Gilbert Bradner, Ltd.
Furnished by: Woodward Stores, Ltd.

ONTARIO

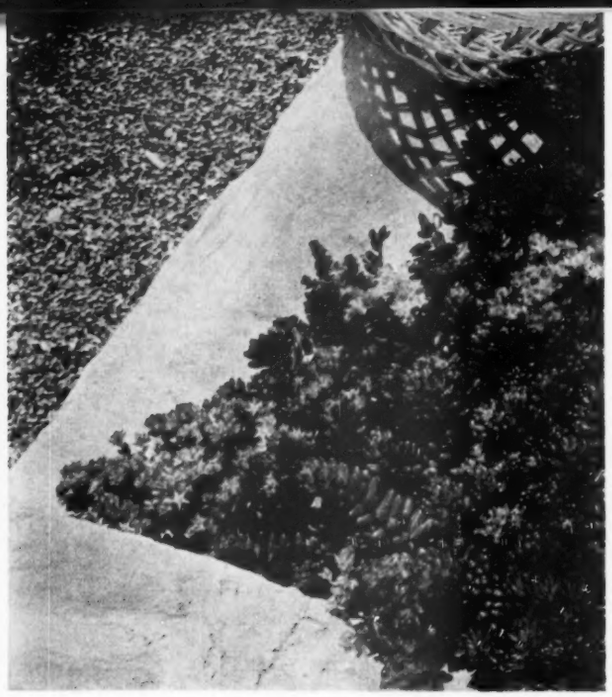
Port Credit, Breezey Brae Drive and Duchess Drive, Applewood Acres
Built by: G. S. Shipp & Son, Ltd.
Furnished by: The T. Eaton Company, Ltd., Toronto

Even the hot winds of Santa Ana Canyon please these easy-to-grow succulents. Rosettes are echeverias, beadlike leaves belong to sedums. Harry J. Bauer home

They love it dry!

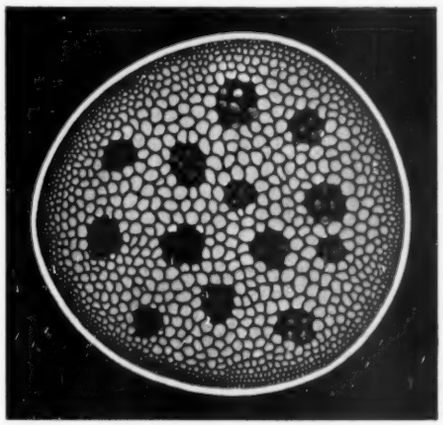
If you like riddles, here's one for you: What is tough as a mule, pretty as coral, enduring as a camel, watery inside, and covered with a skin as tight as leather? What often looks spiny but has no prickles? Answer—a succulent plant

By Fleeta Brownell Woodroffe



Sedum colors are bronzy, bluish, pea and emerald greens. Tiny flowers are held up like small, flat parasols, and come in yellow, white, pink, and red. Most sedums shatter when stepped on, but tips and even leaves root quickly, so they make good groundcovers on sandy soil where the traffic is not very heavy

Vegetable camels, succulents are 90 percent water. See how they pipe and store it:



Like a coat of paint, a slightly waxy outer skin almost impervious to water and gases covers each succulent leaf and stem as shown in this much enlarged cross section of a stem

A thick layer of small, hard-walled cells just inside this skin forms barrier to escape of water from the larger, thin-walled cells which form the inner reservoirs for food, water

Scattered throughout mass of inner reservoir cells are water tubes, several to a bundle. These tubes conduct water taken in by the roots up through the stems of plants to leaves

Specialized tubes carrying food run alongside the water tubes but conduct in both directions. This make-up lets cacti and all other succulents live on little water between rains

Amazing in their variety, gathered in this big bowl are different shapes, sizes, and colors of interesting succulents. The red blooms belong to the popular kalanchoes, and the leaves that look like white felt belong to what's popularly known as ghostplant

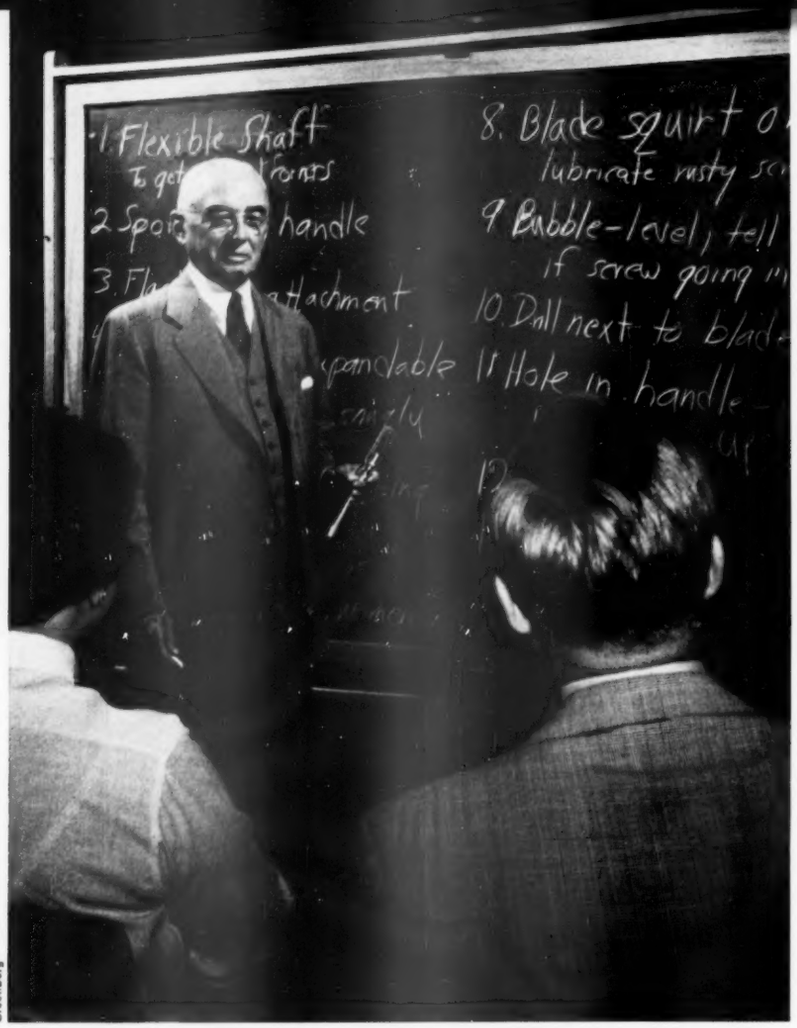
Photographs: de Gennaro

Bold effects like this at the C. P. Strickland home come with massing sedums, foreground, with kalanchoes, center, and 3-foot-tall cotyledons with thin paddle-shape leaves. All the succulents pictured here must be wintered inside in cold climates, but some take sub-zero cold as well as heat

How to think things up!

Can you produce 120 new ideas a year? That's an average of one idea every three days. "You can do that and more," says Alex Osborn. "When you really learn how to use your imagination, you can solve almost any problem."

By James M. Linton



Greenberg

Alex Osborn, during a guest appearance at one of the courses based on his new textbook, *Applied Imagination*, exhibits a simple screwdriver and calls for suggestions. In less than 10 minutes, the class thought up 52 improvements. Osborn's methods have been adopted by the Air Force R.O.T.C. for its problem-solving course

Fired from his job as cub reporter on the *Buffalo Times*, Alex Osborn's first sleepless night occurred when he was 21. In the morning, he bounced out of bed and took a scrapbook of his clippings to the *Buffalo Express*.

"The editor said, 'They are pretty amateurish,' " Osborn recalls, " 'but I'm going to gamble on you, because in each of these articles there seems to be an *idea*.' That remark stuck in my head; if ideas are so valuable, why don't I have more of them? If a boy scout can think up one good turn a day, why can't I think up a new idea each day? That's how I got started on making imagination my hobby."

For a man who was fired from his first job, Alex Osborn hasn't done badly at all. From his corner office high in the Rand Building in Buffalo, New York, Alex Osborn can look out on Lake Erie and on a clear day see his summer home where a point of the Canadian shore juts out into the lake. Just 27 minutes away from the office by auto, it's a quiet country retreat with a beautiful stretch of beach, a tennis court, a cozy guest house for the grandchildren, and a good golf course close by. From the other window of his office, Alex Osborn looks down on the Marine Trust Company of which he is a director. Beyond his view are four other companies in which he holds directorships, and behind him is one of the world's largest advertising agencies which he helped build to its present size before turning it over to mutual ownership by the employees. He's now vice-chairman of the board. But Alex Osborn doesn't sleep very well these days.

"This Big Idea wakes me up in the morning and won't let me go to sleep at night," says Osborn. The Big Idea is Osborn's one-man campaign to *teach people how to use their imagination*. He stopped worrying about business years ago when he discovered that he could solve even the most difficult problems with his self-taught method of getting good ideas.

Since his newspaper days, Osborn's work has been advertising, creating ideas. He has met and conquered selling and advertising challenges that have weakened lesser men. Instead of looking like the tired executive suffering from the usual occupational ailments, Osborn at 65 is sturdy, his gray hair sets off his ruddy complexion, and there's a puckish twinkle in his eye; he reminds you of an athletic coach who's kept himself in trim.

Osborn, in fact, thinks of himself as a *creative coach*. He points to those he has helped to make *more* of their imaginations as evidence that his methods will work, rather than the mere fact that his own creative power has been stepped up.

"All I want to do is convince people that they, too, can get ideas," says Osborn. "Bright ideas, problem-solving ideas, big ideas that can bring them financial rewards, a fuller and happier life for themselves and for their families—and possibly even ideas that can change the world for the better."

Basically that's as simple as telling them not to underestimate the power of imagination; that if they give it half a chance, they're bound to be surprised by what it can do for them. Osborn should *know;* it has happened to him with his Big Idea.

Osborn's present development of the Big Idea started small

back in 1941 when it occurred to him that if he told some of the people in his firm a little about what he had learned from his hobby of thinking up ideas, it would help them in their jobs. He ended up writing a slim little book called *How to Think Up*. That led to two more, *Your Creative Power* and *Wake Up Your Mind*. As he wrote those books, he discovered that the only college course on creative thinking was one offered by Professor Robert Crawford at the University of Nebraska. But Professor Crawford was in the armed forces, and there wasn't even a textbook on the subject. Osborn sat down and wrote a textbook —*Applied Imagination* (Charles Scribner's Sons)—and a teacher's manual.

These teaching materials were published late last October. This fall, they will be in use on the campuses of over 300 colleges and universities. Over 30,000 copies of *Applied Imagination* have already been printed—nearly 10 times as many as the average first-year sales of textbooks in related fields, such as psychology and philosophy.

Last December, the U. S. Air Force sent observers to visit classes in some of the Osborn courses that had already been started. The Air University then conducted experimental courses at the University of Alabama. As a result, a plan was developed for the inclusion of the Osborn teachings in a course for juniors called "Problem-solving." The A.F.R.O.T.C. curriculum on 206 campuses will be revised accordingly, starting this September.

"That," says Osborn, "is a good example of how a simple idea grows and leads to others."

While Osborn is concentrating on getting creative thinking established in the schools, the sale of his books has by no means been limited to undergraduate students. Those enrolled in one class in creative thinking being taught at night sessions at the University of Buffalo include an auto salesman, a baker, department-store clerks, a beauty operator, a golf pro, a mechanical engineer, a loading checker, an accountant, an insurance salesman, a photostat operator, and several housewives.

"*Everybody* has creative talent," says Osborn positively. "During the last war, the National Inventors' Council in Washington received over 200,000 ideas. The Ordnance Department saved $50 million in 1943 alone as a result of ideas thought up by rank-and-file employees. While most of us aren't interested in becoming professional gadgeteers, it proves that we all have latent creative ability that too often is only brought to the fore by force of circumstances."

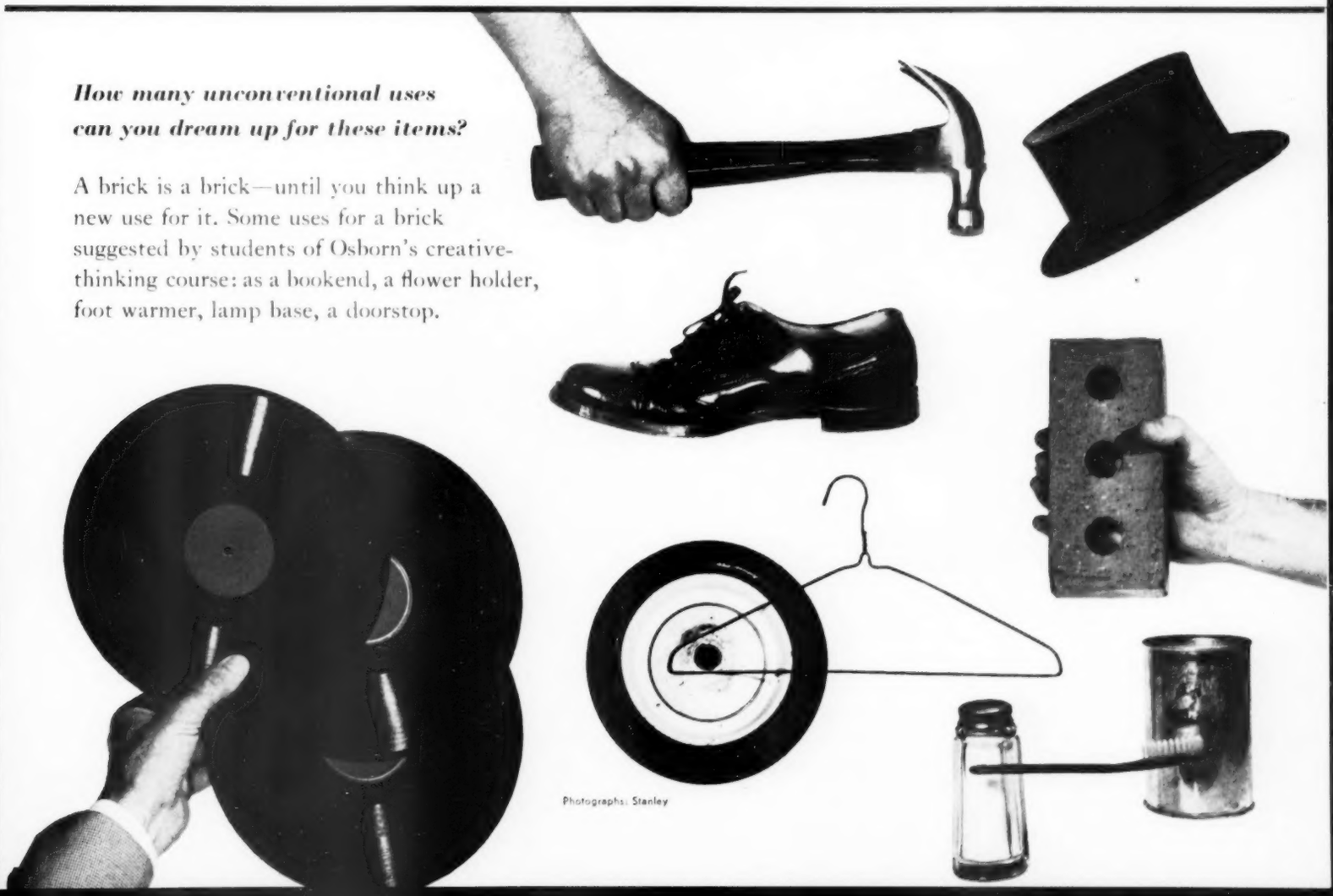
The basic principles of Osborn's method of getting ideas consistently are *conscious effort* and *exercise*. While good ideas occur to all of us from time to time, most good ideas must be hunted down and trapped.

Osborn points out that using one's imagination is not to be confused with daydreaming. Applied imagination can make thinkers out of dreamers. Really creative thinkers aren't dreamers; they've made their imagination *produce*. Both are "up in the clouds" at times, but dreamers let their ideas drift away; creative people use applied imagination to seed those clouds—make them produce something, if nothing else but a good rain. They listen hard, ask questions, *compare* ideas—and they know *the value of a hunch*.

Creative effort is an art and can't be formulated. But that this talent can be developed is beyond question. Psychologists have proved that any primary ability [*Turn to page 241*

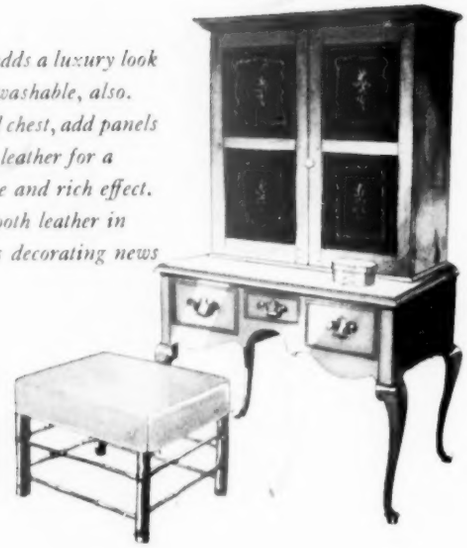
How many unconventional uses can you dream up for these items?

A brick is a brick—until you think up a new use for it. Some uses for a brick suggested by students of Osborn's creative-thinking course: as a bookend, a flower holder, foot warmer, lamp base, a doorstop.

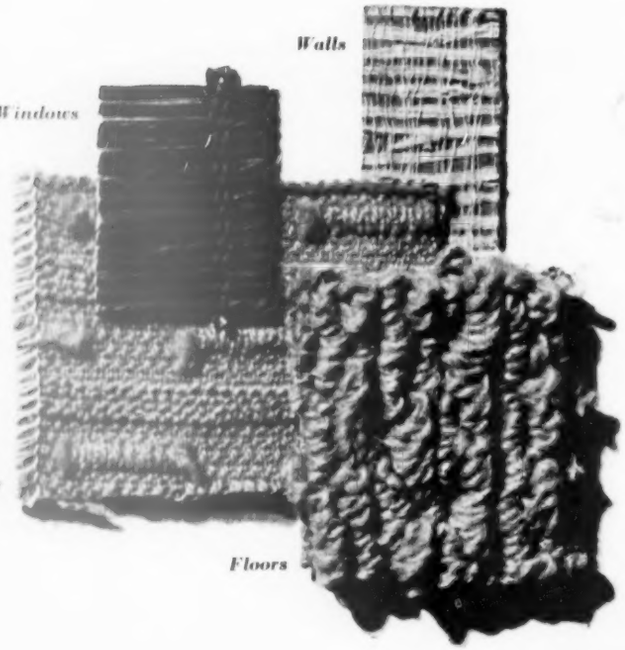


Photographs: Stanley

Decorating scrapbook



Leather adds a luxury look and it's washable, also. To an old chest, add panels of tooled leather for a handsome and rich effect. Soft, smooth leather in pastels is decorating news

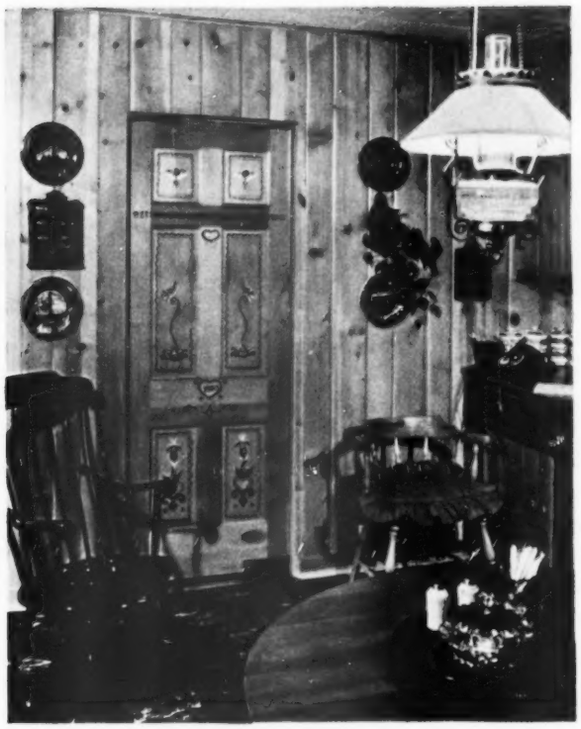


Texture is part of every well-decorated room. Texture adds warmth and breaks the monotony of too many plain, smooth surfaces. The texture can be anywhere —on the walls, as the upholstery for your furniture, as traverse draperies or roll shades, or in the carpet that covers your floors. You'll find textured materials in colors to blend with any decorating scheme

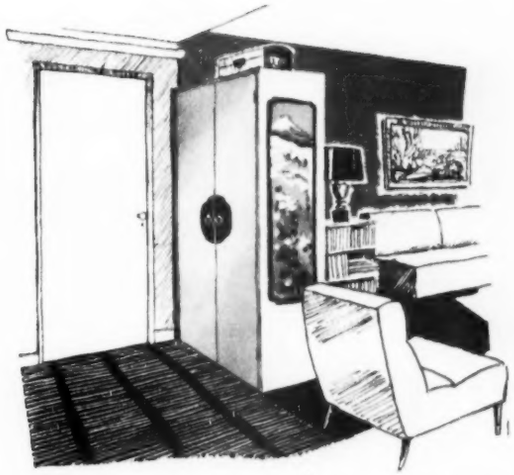
Designer: Newton Leichter. Photographs: Hartt, Shulman, Gorski

Color is your best friend when you're decorating. Use it to make storage units an eyecatching part of a room. Color makes this handyman-built divider a decorative accent

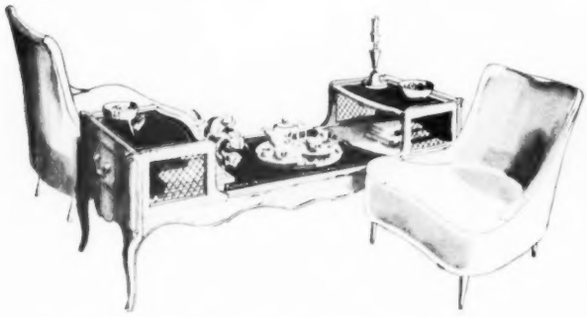
The more formal dining-room storage unit and buffet, above, takes its rich rust-red and white colors from the pattern of the dinnerware. Large mirror adds to its importance



This decorated kitchen door is part of a wall grouping. When you plan such designs, remember that simple, disciplined ones are most effective. The blue, picked up from the canister set and decorative plates, adds warmth and friendliness when used with pine-paneled walls



Does your front door open directly into your living room? This closet divider is a practical way to create the effect of an entrance hall. The long, narrow, Oriental print adds a nice decorative touch to this divider



You can create a cozy conversation or tea grouping by using two chairs and a big table like this. It is especially effective when used in front of a fireplace

An adjustable light pulled low over a coffee table provides dramatic lighting for things on the table, but it leaves faces of visitors in restful shadows. The light operates on a pulley. You can pull it down for an interesting effect, like this, or push it high for general room lighting

Color scheme for this bed-sitting-room arrangement was taken from the flower print. The picture's mat repeats the light yellow-green of the sofa-bed cover. Dark-green lampshade picks up the color of the picture frame. Tricks like these will give your room that "decorator's touch"

Drawings: Richardson

September colors bring beauty indoors

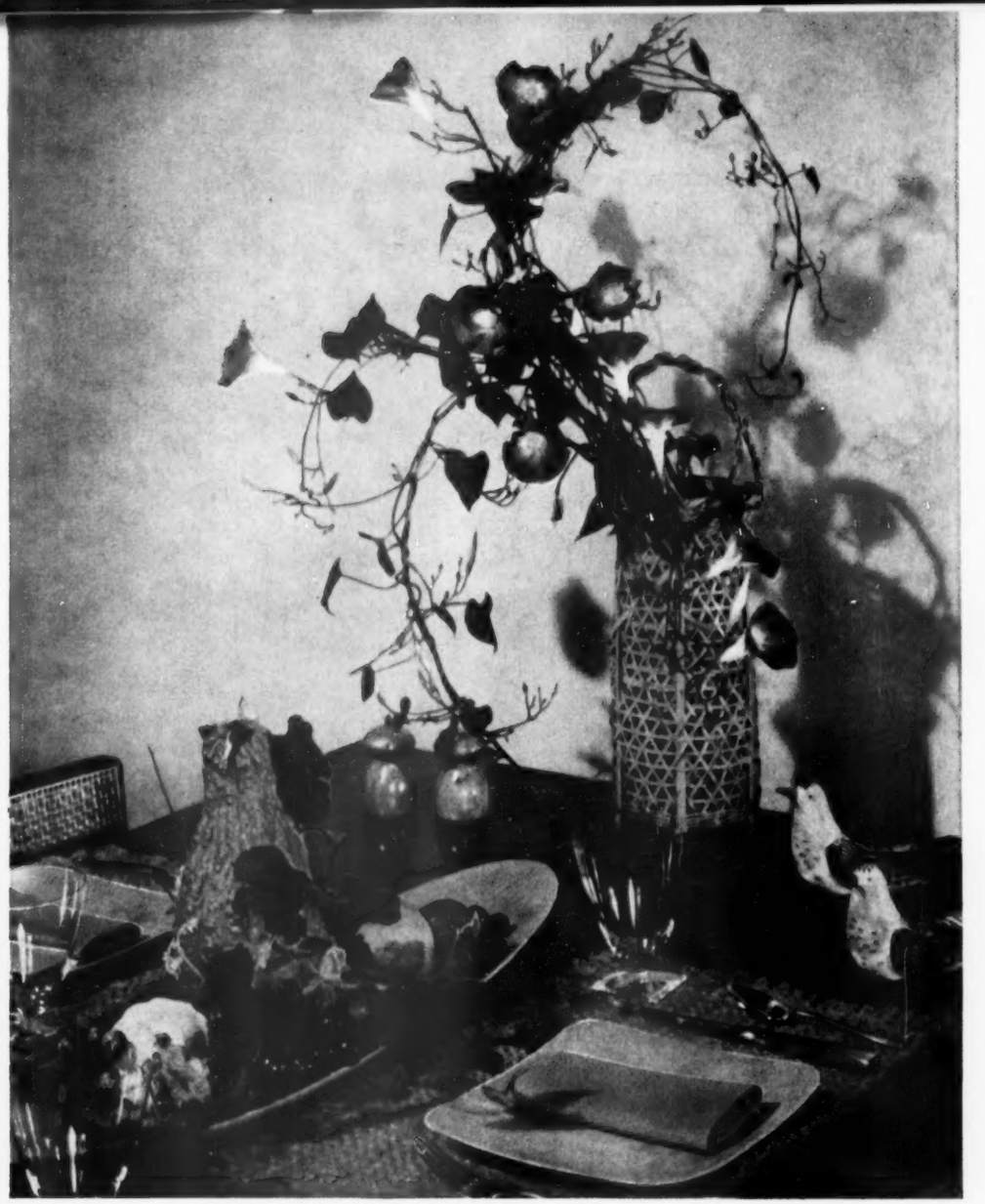
By Fae Huttenlocher

A BIT OF SUMMER, hot and dry—a touch of fall, cool and crisp—that's September. In this month of contrasts, gardens, fields, and woods are full of interesting odds and ends that you can bring indoors for family enjoyment and decoration. The thrill of discovery and creation can be yours—or the whole family's. Take a walk, and see what you can find!

Photographs: Hopkins

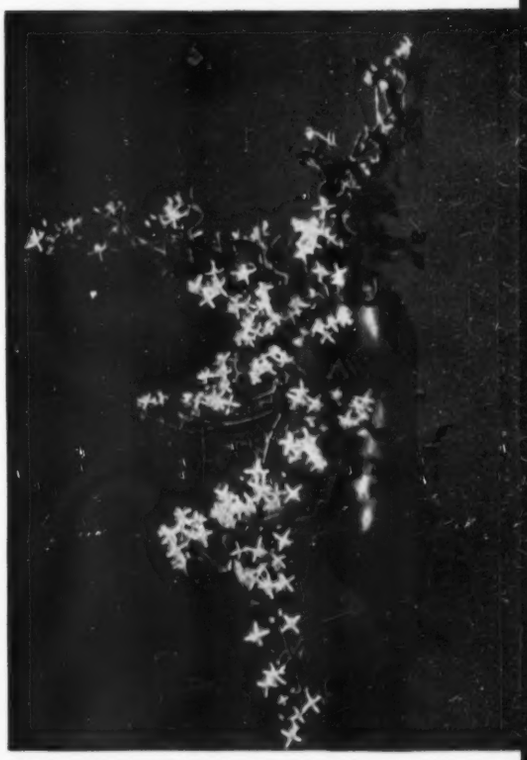
On an oblong stand, place a piece of branch so it stands squarely. Behind it, place a 4-inch needlepoint holder. On it, arrange grasses—high in back and low on the right side of the branch. In front, cluster mushrooms on small needlepoints. Arrange moss around the base

The gold and fire of nasturtiums give brilliance to your table. Cut two sticks 1½ times the height of your vase. On a needlepoint holder, place one high and straight, the other low and to the side. Twine nasturtiums around sticks—cluster short-stemmed blossoms in center. Cut your nasturtium vines long with plenty of their own foliage



Clip morning-glories now making their last stand before frost. Char 2-inch stems over a low flame and plunge stems into cold water.

Cut a forked stick and place it in basket. Wire the vine around each fork; arrange fruit or vegetables in a low bowl for center decoration.



Clip a few wands of Sweet Autumn clematis for a wall-pocket arrangement that fill your home with a delicate fragrance.

Arrange the clematis vines into a triangular position, as pictured. The stems are sufficiently stiff to hold a desired position without propping. Vase is shellacked gourd.

You'll find grasses, weeds, and cattails on the banks and in the marshes along a road. Fill your husband's creel with your discoveries.

Now you have the perfect centerpiece for a fish dinner. Place it at one end of the table. It's interesting to use with wooden accessories.

A hike along woodsides with an eye out for fences and other vine havens will reward you with colorful bittersweet.

Arrange it the way it grows. Keep your bouquet simple with graceful high and low lines. Cluster short pieces at the center and sides of the bowl for good balance.

For luscious, old-time flavor, try

Fruit pies! M-m!

By Myrna Johnston

Remember the tantalizing aroma in Grandma's kitchen at fruit-pie time? Why not enjoy the same treats—Concord-grape Pie, Fresh Apple Pie, Glazed-pear Cheese Pie, Spiced Peach Pie

Recipes on page 115

Photograph: Snook, Photography, Inc.

Majoran

Be a salad artist

By Elizabeth Wood

You're an artist when you fix a salad. You work with the delicate and deep greens of honeydew, lettuce, water cress; with the vivid colors offered by grapes, plums, pears. And remember the magic that pretty plates and bowls can give your salad arrangements.

Salads are a contrast in textures, too—the mellowness of bananas with the crunch of walnuts, the crispness of fresh vegetables in a gelatin mold. You blend flavors—tart with sweet, tangy dressings with garden greens.

A beautiful salad makes a perfect starter for your meal—see the honeydew filled with jellied consommé, lower right corner. Or it can be the hub of a luncheon, an accompaniment, or a refreshing dessert. Saladmaking is an easy art—keep it casual. For inspiration, look over our salad portraits.

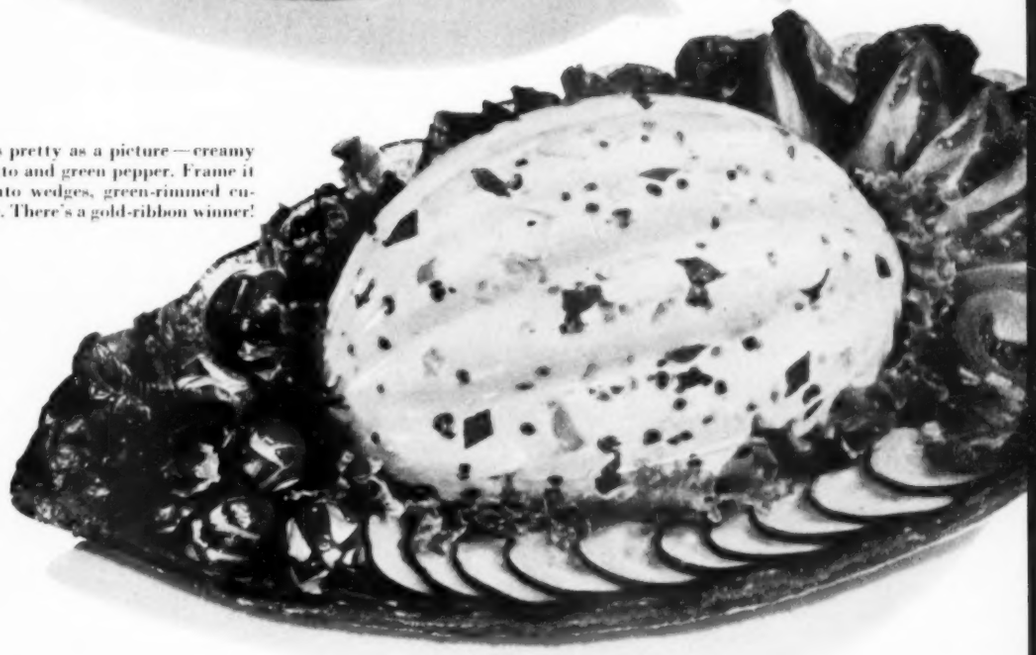
Recipes on page 94

Melon-basket Salad. Fill center of honeydew basket with fresh red raspberries (we tell you how to cut the melon). Arrange lush grapes, ripe plums, and honeydew wedges around the platter in Della Robbia fashion. Tuck in a few tiny grape leaves for green trim

Frosty, fruity pastel. Hollow out half a pineapple, leaving greenery intact. Core; dice the fruit and refill the shell. Top with scoops of sherbet in rainbow colors. Serve on crushed ice decorated with fresh fruits

Fruit bowl a la iceberg. Line big bowl with wedges of juicy cantaloupe, poke fragrant mint sprigs between. Heap strawberries or blueberries high in the center.

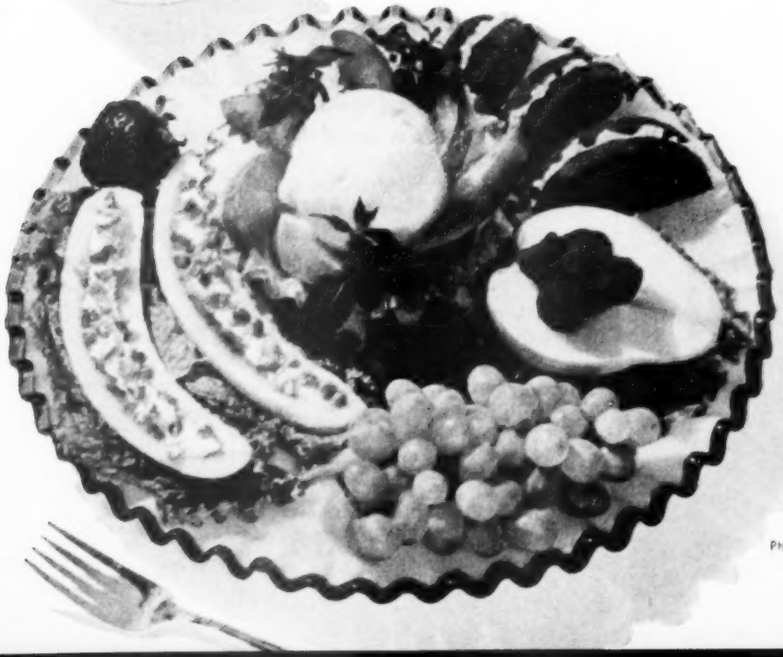
Place this beauty on a tray and circle with ice cubes. Pass Fruit French Dressing.

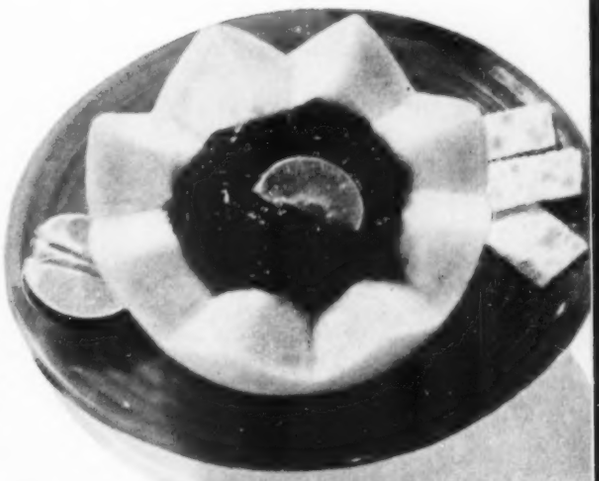


Buffet Chicken Mold is pretty as a picture—creamy white with flecks of pimiento and green pepper. Frame it with a lettuce ruffle, tomato wedges, green-rimmed cucumber slices, rosy radishes. There's a gold-ribbon winner!

Colorama. Just below: sliced peach with Pineapple Sherbet, banana with Peanut-butter Mayonnaise, cream-cheese date-nut sandwiches, ripe fruits, Whipped-cream Dressing.

Far right: Honeydew with jellied Madrilene consomme (just chill the cans of soup 4 hours or overnight). Serve with lime, crackers.





Photographs: Kuoni, Snook, Photography, Inc.

Happiest dates on the Days' calendar are the times when Dennis and Peggy can gather their brood of four around a picnic table. Those steaks are brushed with Dennis' own sauce!

★ DENNIS DAY'S STEAK SAUCE

2 cloves garlic, crushed
½ cup soy sauce
¼ cup brown sugar
2 tablespoons olive oil
¼ teaspoon cracked pepper
2 small pieces gingerroot

Combine all ingredients in jar or bottle. Cover; shake well before using. Marinate steak 1 hour in mixture; baste frequently with sauce while broiling.

Dennis' famous recipe and his liking for informal hospitality all stem back to the time the Navy stationed him in the Pacific. Once when he was a dinner guest in a Hawaiian home, he asked his host how to fix the wonderful steak sauce. It called for gingerroot, brown sugar, and soy sauce. Through the years, Dennis has added ingredients, changed the proportions more than once "to taste." Try the finale, above. *Good!*

★ CHIVE-STUFFED BAKED POTATOES

6 medium baking potatoes
2 tablespoons butter
1 teaspoon salt
Dash pepper
Hot sour cream
1 tablespoon chopped chives
1 tablespoon chopped onion
¾ cup cubed American cheese

Bake potatoes in hot oven (425°) 45 minutes, or till done. Cut lengthwise slice from top of potatoes. Scoop out inside and mash. Add butter, salt, pepper, and cream to moisten. Beat till fluffy. Add chives, onion, and cheese; mix well. Pile back into potato shells. Return to oven to heat thoroughly and brown lightly.

Wife Peggy worked out this recipe to please Dennis who is mad for chives and sour cream. See the potato "boats" keeping hot on grill in foreground. The big baker holds Peggy's Asparagus Casserole (recipe, page 121).

Meet Dennis' family. Above, mother Peggy suns their little cherub, Margaret, in the garden. Below, Dennis rounds up his three able "cowboys": Dennis, Jr., Michael, and Patrick. Cocker Mickey's always there, too

Join the Dennis Days for a barbecue

By Elizabeth Gilrain

Photographs: de Gennaro

A picnic dinner at the Dennis Days' is strictly an ad-lib affair, to quote the mike-conscious head of the house. Each and every member of the family contributes something to the food and fun.

Singer-comedian Dennis grills the meat. And whether it's hamburger, chicken, fish, or steak, he invariably glorifies it with his own barbecue sauce (see recipe across the page), which he makes in quantity—"by the jug," to quote Dennis. Sometimes he brushes it on the meat, sizzling hot from the grill, but he prefers to marinate the meat in the sauce for an hour before cooking. Dennis claims with the ardor of a gourmet that this specialty of his makes a lowly hamburger epicurean, and a steak, all the better!

His wife, Peggy, smiles at his enthusiasm, and then admits a few recipe innovations of her own. For these outdoor meals, she contributes the side dishes such as the Chive-stuffed Baked Potatoes and the Asparagus Casserole (center front of picture opposite).

The four little Days, from the oldest boy, aged 5, to Margaret, almost 2, contribute to the dinner, too—"even if it's trouble," says Dennis. Patrick already gives a barbecue assist to his father.

With a family like this, it's easy to see why Peggy and Dennis prefer informal parties over all others. Since Peggy thinks cooking is fun and loves to improvise recipes, she enjoys entertaining.

On nice days, dinner is likely to be served on the terrace; in rainy weather, at the barbecue fireplace in the family room. Peggy once planned a dinner party and arranged for her guests to eat in the dining room. By the end of the first course, everyone had wandered, plate in hand, into the family room where they sat [*Turn to page 121*

Dessert time, the whole family help themselves to the basket centerpiece of lush California fruits and the tray of cheese and crackers. All go for giant mugs of milk. Here, Michael and big-brother Patrick pitch in

Try garden vegetables these good ways

There's no greater bargain in beauty than you will get in vegetables now. They're abundant and at their flavor best—all ready to serve in two's or three's or more. Try them for your most taste-tempting meals of the year

By June Horne

September buffet. Flavor-right Stuffed Peppers Louisiane boast a shrimp filling, are served with Cauliflower in Cheese-Mushroom Sauce and a crisp, colorful tossed salad. Pass a basket of hot rolls and bring on peaches and cream with cookies

Recipes on page 231

Harvest special. The Squash 'n Sausage Bake is as easy as can be to fix, and extra good with pickled beets for flavor accent. Other go-well-withs: corn coblets and fresh-cooked broccoli topped with velvety Quick Hollandaise. Grand finale: juicy, tart plum pie

A you-all dinner that's *so good.* The Candied Sweets and Ham are cooked together in a skillet. Broiled Tomato Roses are ready in a flash.

Serve relishes and hot biscuits. Chilled watermelon is the dessert.

Chop-and-vegetable platter. Here's a happy flavor surprise — Spinach With Sour-cream Topper! At right: strips of French-fried Eggplant.

To set off those broiled lamb chops, arrange a quick salad — big circles of cucumber, onion, and tomato. Dessert's fresh-fruit sundaes.

Photographs: Nelson, Photography, Inc.

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Someone you love loves

so *Campbell's* make 4 great

CAMPBELL'S CHICKEN GUMBO

Like vegetables with your chicken? Here's downright good eating. Chicken with a Southern manner, accented with tomatoes, okra, celery and feather-light rice.

CAMPBELL'S CHICKEN NOODLE

Noontime, nighttime, schooltime, playtime . . . here's the soup everyone loves. Oodles of noodles and chunks of chicken in golden chicken broth. Aren't you hungry?

Chicken...

Chicken Soups!

CHICKEN GUMBO | CHICKEN NOODLE | CREAM OF CHICKEN | CHICKEN WITH RICE

CAMPBELL'S CREAM OF CHICKEN

You'll know a good soup when you sip it. This one's smooth with sweet country cream, blessed with tender chicken, crisp celery, thoughtfully seasoned. It's superb!

CAMPBELL'S CHICKEN WITH RICE

It's a gentle, soothing sort of soup—tender chicken and fluffy rice, slow-simmered in a golden, good-for-you broth—a soup for baby, grandma and everyone in between.

Simply wonderful—wonderfully simple . . . any time—*Campbell's* Soup

If you're watching every pound,
when the drinks are passed around—

have grapefruit instead

Your weight depends on what you eat—*and drink!* A chilled glass of grapefruit juice quenches your thirst, perks you up, *yet lets you keep your weight down, too.* For along with its lively flavor, Florida grapefruit is strong on vitamins, not calories. Lots of vitamin C, for instance, one vitamin you need a fresh supply of every day.

These thirsty days you're likely to overlook the calories that come in glasses. Don't. Instead, have grapefruit juice. And have grapefruit sections, too—in desserts and in salads. Keep in mind—Florida Grapefruit is kind to your calorie-count.

Worth its weight in health—Florida Grapefruit Sections or Juice in cans

Plump sections tumble out ready, as is, for breakfast or dessert, or for salads. Lively tasting juice is a wonderful refresher. A 6 oz. can of frozen concentrate makes a pint and a half of juice. Keep a pitcher chilled and ready to pour.

FLORIDA CITRUS COMMISSION, LAKELAND, FLORIDA

Be a salad artist

Begins on page 86

Melon-basket Salad

This is a talk-of-the-party centerpiece for your buffet—

Pare whole honeydew melon. Mark it in tenths or twelfths with toothpicks; then, leaving about a 2-inch circle uncut at top and bottom, with sharp knife remove every other wedge. Discard seeds and stringy portion. Cut thin slice from one end of melon and stand "basket" in center of platter. Arrange the cut-out wedges in spoke fashion at openings. Fill center of basket with raspberries or other berries, top with tiny grape leaves. Arrange small bunches of grapes, plums, and lemon wedges around melon as shown on page 86. Offer a choice of fruit dressings.

Fruit French Dressing

A sweet-sour tang that does wonders for a fruit salad—

- ⅓ cup sugar
- 1 teaspoon salt
- 1 teaspoon paprika
- ¼ cup orange juice
- 2½ tablespoons lemon juice, fresh, frozen, or canned
- 1 tablespoon vinegar
- 1 cup salad oil
- 1 teaspoon grated onion

Combine ingredients in bottle or jar; cover and shake thoroughly. Makes 1¾ cups.

Buffet Chicken Mold

Pretty with flecks of green pepper and red pimiento on creamy white—

- 2 tablespoons (2 envelopes) unflavored gelatin
- ½ cup cold water
- 1 can condensed chicken consommé
- 1 cup mayonnaise
- 2½ cups diced cooked or canned chicken
- ½ cup diced green pepper
- ½ cup diced celery
- ½ cup diced pimiento
- ¼ cup lemon juice, fresh, frozen, or canned
- ¼ teaspoon salt
- 1 cup heavy cream, whipped

Soften gelatin in cold water. Dissolve in hot consommé. Chill until partially set. Stir in remaining ingredients except cream. Fold in whipped cream. Pour into 1½-quart mold. Chill till firm. Unmold on crisp lettuce. Makes 10 servings.

Pineapple Sherbet

The ladies will applaud this smoothie on a salad plate—

- ½ tablespoon (½ envelope) unflavored gelatin
- 2 tablespoons cold water
- 2 cups buttermilk
- 1 cup sugar
- 1 9-ounce can (1 cup) crushed pineapple
- 1 teaspoon vanilla
- 1 stiff-beaten egg white

Soften gelatin in cold water; dissolve over hot water. Thoroughly combine buttermilk, sugar, pineapple and syrup, vanilla, and dissolved gelatin. Pour into refrigerator tray. Freeze firm; break in chunks; beat with electric beater till smooth.* Fold in egg white. Return quickly to cold tray. Freeze firm. Makes 5 to 6 servings.

*Or freeze till partially frozen. Beat smooth with rotary beater.

Whipped-cream Dressing

So wonderfully delicious you won't care about the calories!—

- ¼ cup sugar
- ¼ cup enriched flour
- 2 teaspoons salt
- 2 teaspoons dry mustard
- Dash cayenne
- 4 slightly beaten egg yolks
- 1½ cups milk
- ½ cup vinegar
- 1 tablespoon butter or margarine
- ¾ cup heavy cream, whipped

In double boiler, mix dry ingredients. Combine egg yolks and milk; slowly stir into first mixture. Cook over *hot*, not boiling, water, stirring constantly, till thick. Add vinegar and butter; mix well. Cool. Blend in whipped cream. Makes 3½ cups.

Peanut-butter Mayonnaise

Flavorful dress-up, and quick as a wink to fix—

Blend about 1 tablespoon peanut butter with ¼ cup mayonnaise. Spread down centers of banana halves. Then sprinkle with broken walnuts.

"Can I go to the movies?"

From one easy recipe you can make 18 flavors in luscious "Philly" *cake frostings!*

THE BASIC RECIPE FOR "Philly" Frosting

- **1 3-oz. pkg. Philadelphia Brand Cream Cheese**
- **1 tablespoon milk**
- **2½ cups sifted confectioners' sugar**
- **Your favorite flavoring according to directions**

Blend the cream cheese and the milk. Add the sugar gradually, blending it in well. Then add your selected flavoring according to directions and mix again.

FOR VANILLA FROSTING

To the basic recipe above add ½ teaspoon of vanilla.

There's your "Philly" frosting—enough to frost and fill a 2-layer, 8-inch cake. And what a frosting! Rich! Smooth! And one that *stays* moist and fresh!

CHOCOLATE "Philly" Frosting—Basic recipe. After the sugar is blended in, add 1 square of unsweetened chocolate, melted and slightly cooled, a teaspoon of vanilla and a dash of salt. **MARASCHINO CHERRY "Philly" Frosting**—Basic recipe but instead of the milk use 1 tbsp. maraschino cherry juice and 1 tbsp. chopped maraschino cherries. Send coupon for more ideas.

You start with fresh, rich Philadelphia Brand Cream Cheese

and whip up the smoothest, finest-tasting frosting you've ever had!

Out of the Kraft Kitchen comes this wonderful new idea for you.

You know Philadelphia Brand Cream Cheese, of course. Creamy-white, soft, cream-rich and *fresh-tasting!* Millions of women use it in salads, as a topping for desserts and a refreshing spread for breakfast toast.

Well, that same Philadelphia Brand works like magic in an uncooked cake frosting! Quicker and easier than any cooked frosting, and it never fails! Philadelphia Brand blends so easily with the sugar that you are hardly started before you have a smooth, rich frosting to put on your tender cake! And it helps *keep* that frosting moist and fresh!

Be sure you use genuine *Philadelphia Brand* Cream Cheese. Its richness, its texture, its freshness (guaranteed) are all important to thrilling results with frostings. Look for the words Philadelphia Brand and the red Kraft K *on the package.*

18 Cake Frosting Ideas **Free!**

Kraft Kitchen, Dept. B-9, Box 6567, Chicago 77, Ill.

Please send me a FREE copy of the leaflet on "Philly" Frostings

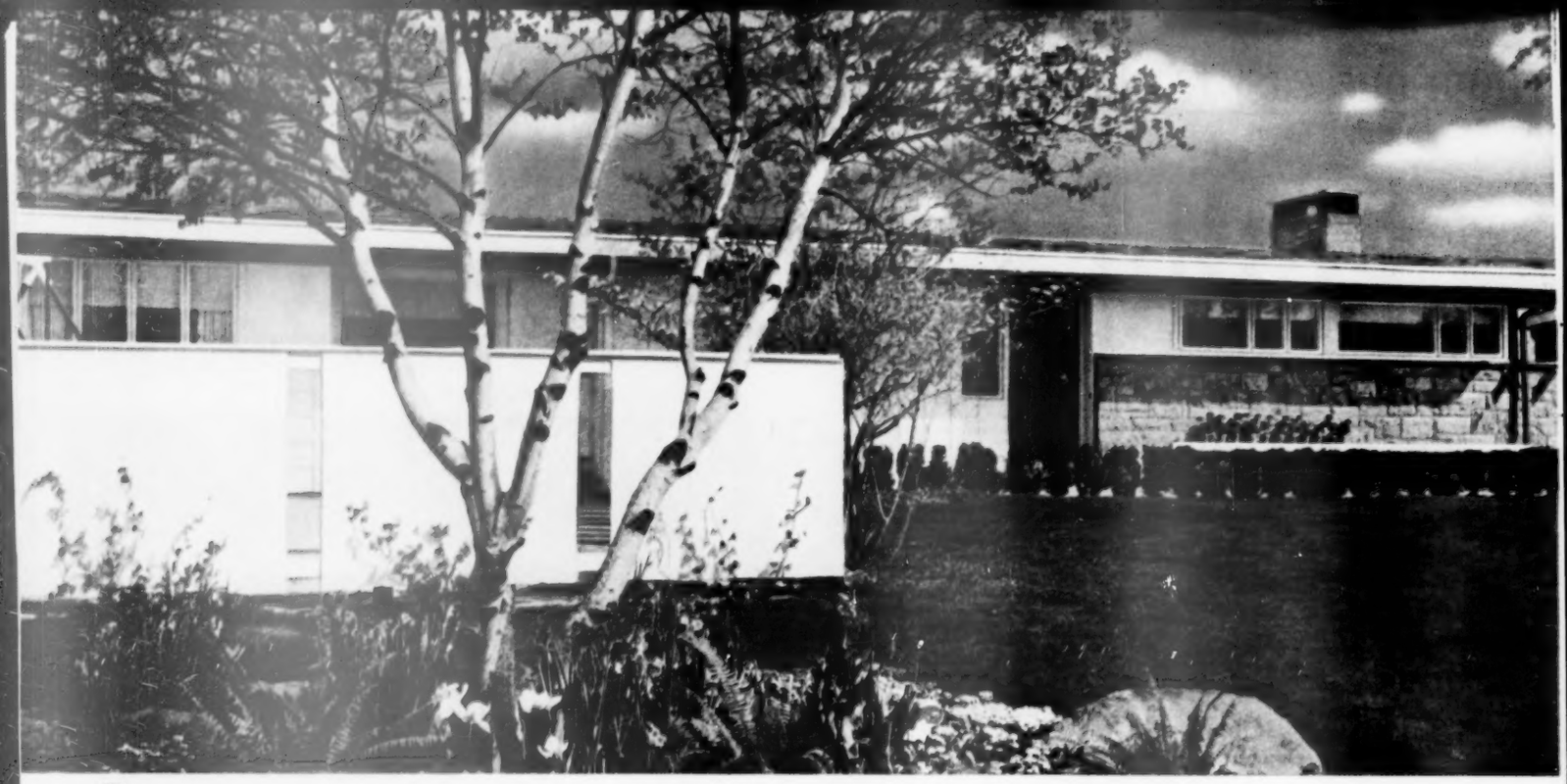
Name _____ (Print)

Address _____

City _____ **Zone** _____ **State** _____

Be sure you use **PHILADELPHIA BRAND Cream Cheese**

MADE ONLY BY KRAFT AND GUARANTEED FRESH



1ST PRIZE A "Home for All America" built according to Better Homes & Gardens' plan No. 2409 plus $5,000 cash so you can select your own lot, furnishings, appliances and landscaping. This beautiful home has all the features most families want for easy, modern living, including special activity room, patio-terrace, built-in barbecue. There are three bedrooms, two baths. Watch your newspaper; a "Home for All America" may be on display in your community. Go see it.

WIN a Better "Home for All

Think of the fun your family and guests will have in this exquisitely proportioned living room, with its dramatic fireplace! Adjacent dining area and kitchen are arranged so that the lady of the house is not cut off from the group while preparing or serving meals.

On your patio terrace, you'll love the interplay of light and shadow as sunlight filters through the transparent squares in the rafter "roof". There is an outdoor barbecue at cooking height, room for plenty of plants. A gate leads to the car shelter and tool house.

A special "activity" room; how will *you* use it? It can be a playroom for youngsters, a clubroom for teenagers, a workroom for mother, a TV room. An inside "window" to the bedroom may be closed off; outside windows give view of outdoor play area.

Easy to do

Just add a last line to this Aunt Jemima Song

According to the Aunt Jemima legend, she sang a little song when she served her famous pancakes. No one ever wrote down the words, but this is about how it went. Somehow the last line got lost in the telling. It's the "lost rhyme". See if you can think of one. It could win you a home of your own!

Now you can watch me
While I bake 'em,
But don't you ask me
How I make 'em.
For pancakes are my secret treat

(You complete the verse to rhyme with the word "treat".)

• That lovely, lovely home—yours! Surely your heart and head must both be telling you: Here's the chance of a lifetime; here's a contest you *must* enter. This Aunt Jemima contest is one of the biggest contests to come your way. One of the easiest, too. Just for writing one line you may end your housing worries for life. You'll have a beautiful home of your own, paid for in full, plus $5,000 cash. Or you may win one of the other 1,636 fine prizes. Worth a few minutes of your time, isn't it? So come on, grab a pencil and try right now.

Actual photograph of a "Home for All America" (Better Homes & Gardens' plan No. 2409) built under the sponsorship of Getman and Judd, Stamford, Conn.

$75,000.00 IN PRIZES!

1,687 PEOPLE WILL WIN

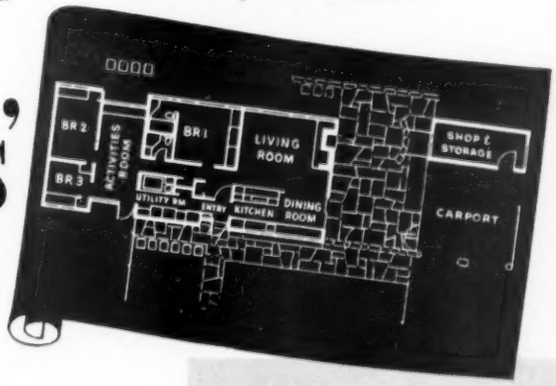
2ND PRIZE

A GENERAL ELECTRIC KITCHEN WITH ALL THIS EQUIPMENT: 10 cubic ft. refrigerator-freezer, 40" double oven range, electric sink with electric dishwasher and disposal, 10 metal kitchen cabinets. Includes normal installation.

MANY OTHER VALUABLE PRIZES

- 10 PRIZES OF MINNEAPOLIS-HONEYWELL ELECTRONIC MODUFLOWS installed. The new comfort control system with a thermostat outside house to give ideal weather control inside. Works with any heating plant.
- 3 PRIZES OF GEORGIA PACIFIC RIPPLEWOOD textured wall panelling for any room, including normal installation.
- 6 PRIZES OF DEWALT POWER SHOPS valued at $229.00 each.
- 10 PRIZES OF GOLD SEAL FLOORS made by Congoleum-Nairn. Choice of many beautiful patterns in linoleum, vinyl, rubber or cork. Each for a 9' x 12' room.
- 1 PRIZE OF CURTIS EFFICIENCY KITCHEN CABINETS for 7½ ft. of wall and counter space. Made of beautiful natural birch. Value $425.00
- 5 PRIZES OF YALE & TOWNE CYLINDRICAL LOCKS AND DOOR CLOSURES for a complete home. $150.00 value each.
- 50 PRIZES OF BEAUTIFUL LANE CEDAR CHESTS filled with assortment of Cannon towels.
- 100 PRIZES OF UNIQUE BEACON HIGHWAY SAFETY LIGHTS that flash red and white warning signals.
- 500 PRIZES OF MASONITE "PEG-BOARDS." The new time-saver hook racks with dozens of uses around the home.
- 1000 PRIZES OF SETS OF TWO FAMOUS PACIFIC CONTOUR SHEETS.

Homes and Gardens' "America"



PLUS $5,000.00 IN CASH!

Read these brief rules. Enter Now. Contest closes November 15, 1954

1. Add a last line to the Aunt Jemima song. Print on official entry blank or on one side of plain sheet of paper. Print plainly your name and address on same entry.

2. Send as many entries as you wish. Write only one suggested last line on each entry blank or sheet of paper. Enclose 1 box top from package of Aunt Jemima Pancake or Buckwheat Mix with each entry.

3. Mail to Aunt Jemima Home Contest, Dept. G, Box D, Chicago, Illinois. All entries must be postmarked before midnight November 15, 1954, and received before November 30, 1954.

4. Entries will be judged on originality, suitability and aptness of thought—not on fancy or unusual forms of presentation—by the Reuben H. Donnelley Co. Their decision will be final. In case of ties, duplicate prizes will be awarded. Winners will be notified as quickly as possible by mail. List of winners will be on file at The Quaker Oats Company, Chicago.

5. Home will be built for first prize winner in the winner's community on any lot approved by The Quaker Oats Company. It will be built according to Better Homes & Gardens' plan No. 2409 of locally available, commonly used materials. The house does not include lot, landscaping, furnishings or appliances. The first prize winner will receive $5,000 cash toward these items.

6. Contest is subject to all Federal and State regulations. Contest is open to anyone living in one of the 48 States or the District of Columbia except employees of The Quaker Oats Company or its advertising agents and their families.

7. All entries become the property of The Quaker Oats Company and may be used by it in any manner.

ADD YOUR "RHYME LINE"—MAIL TODAY. CONTEST CLOSES MIDNIGHT, NOV. 15, 1954

Now you can watch me
While I bake 'em,
But don't you ask me
How I make 'em.
For pancakes are my secret treat

_____

_____

Complete the verse in space above. Make it rhyme with word "treat".

AUNT JEMIMA HOME CONTEST, Dept. G, Box D, Chicago 77, Ill.

Enclosed is 1 box top from Aunt Jemima Pancake or Buckwheat Mix.

NAME _____

ADDRESS _____

CITY _____ ZONE _____

STATE _____

You can't duplicate it in a homemade batter... you don't get it in any other mix...

the matchless

4-flour flavor of Aunt Jemima pancakes

The treasured Aunt Jemima recipe combines 4 flours in a special way. Wheat flour for lightness, corn for tenderness, rye for richness, rice for browning quality. This 4-flour blend gives Aunt Jemima pancakes a flavor no others can match.

New menu-help packages picture and give recipes for new ways to serve Aunt Jemima Pancakes.

CRISCO HAS NEWS FOR ALL WHO LOVE... YET FEAR FRIED FOODS!

Crisp, light, Crisco-fried foods are so digestible you can eat them 7 days a week!

Mmmmm! Watch the eyes light up around *your* table when you serve crackling-crisp chicken and mouth-melting French fries like these!

And now you can treat the whole family to their favorite fries as often as you like—with never a worry or doubt! For medical tests have *proved* that foods fried tender and crisp in *Crisco* are so digestible you can eat them *7 days a week!*

You know, Crisco is different from ordinary frying fats. It's pure, entirely vegetable. Why, you can see it's as smooth and satiny-white as whipped cream. And Crisco has no grease taste to "heavy up" fried foods. So you can fry every day, if you like. Use Crisco for delicious fried foods that are *digestible*, too.

FRIED CHICKEN'S EASY THIS WAY—PERFECT FOR PARTIES!

Prepare pieces of chicken ahead of time by steaming in a sieve over hot water about 15 minutes. Just before serving, dip in batter and deep fry in Crisco at 365° F. until brown (10 to 12 minutes).

use Crisco

IT'S DIGESTIBLE!

Creamy Whipped Frosting

2 egg whites
1½ cups sugar
⅓ cup water
2 teaspoons light corn syrup
Dash salt
1 teaspoon vanilla
1 3-ounce package cream cheese

Combine egg whites, sugar, water, corn syrup, and salt in top of double boiler. Beat 1 minute with electric mixer or rotary beater. Cook over boiling water, beating constantly with rotary or electric beater till frosting forms peaks, about 7 minutes. Remove from heat; add vanilla. Cream the cheese till *soft;* fold into frosting; blend thoroughly but do not beat. Will frost tops and sides of two 8- or 9-inch layer cakes or tops of 2 dozen cupcakes.

Mrs. Edward Hill, Centralia, Washington

Orange-Coconut Topping

⅓ cup butter or margarine
1 cup brown sugar
⅔ cup shredded coconut
1 teaspoon grated orange peel
2 tablespoons orange juice
½ cup orange segments

Thoroughly cream butter and brown sugar. Add coconut, orange peel and juice; mix well; spread over cake. Arrange orange segments on top. Broil till coconut is just brown, about 5 minutes. Will frost 13x9½x2-inch cake. **Note:** Frozen orange-juice concentrate can be substituted for orange peel and juice. Orange segments may be omitted.

Mrs. William C. Fox, Bolivar, Missouri

Magic Chocolate Frosting

2½ to 3 1-ounce squares unsweetened chocolate
1 15-ounce can (1⅓ cups) sweetened condensed milk
1 tablespoon water
1 teaspoon vanilla
Dash salt

Melt chocolate over simmering water; add condensed milk and cook 5 minutes, stirring constantly. Remove from heat; add water, vanilla, and salt; stir until smooth; spread over cake. Will frost 13x9½x2-inch cake or top and sides of 12 cupcakes.

Betty Toles, Colorado Springs, Colorado

Candy Caramel Frosting

(Not pictured)

1 cup sugar
½ cup butter or margarine
½ cup milk
20 caramels

Combine sugar, butter, and milk; cook, stirring frequently, to thread stage (232°). Remove from heat; beat in caramels. Beat until mixture is of spreading consistency; spread on cake. Will frost 13x9½x2-inch cake or 12 cupcakes.

Mrs. R. W. Fenton, Great Falls, Montana

Better Homes & Gardens **PRIZE TESTED RECIPES**

Chicken specials

(POULTRY)

Photographs: Nelson, Photography, Inc.

Chicken Party-pie Salad

So pretty for the bridge club. Guests will ask for the recipe—

1½ cups cooked or canned diced chicken
1 9-ounce can (1 cup) pineapple tidbits, drained
1 cup chopped California walnuts
½ cup sliced celery
1 cup sour cream
⅔ cup mayonnaise
1 baked 8-inch Cheese Pastry shell
2 to 3 tablespoons grated sharp American cheese

Combine chicken, pineapple, nuts, and celery. Combine sour cream and mayonnaise; add ⅔ cup to chicken mixture and mix well. Fill Cheese Pastry shell; top with remaining sour-cream mixture. Sprinkle with cheese. Chill. Trim with ripe-olive slices. Makes 6 servings. **Cheese Pastry:** Add ⅓ cup grated sharp American cheese to flour mixture in Plain Pastry recipe using 1½ cups flour.

Mrs. John B. Wyrill, Kirwin, Kansas

Easy Chicken a la King

- ¼ cup chopped green pepper
- 2 tablespoons diced celery
- 2 tablespoons butter or margarine
- 1 tablespoon enriched flour
- 1 can condensed cream of chicken soup
- 2 3-ounce cans (1½ cups) broiled sliced mushrooms
- 1 5½-ounce can (¾ cup) chicken, diced
- ¼ cup chopped pimiento
- ¼ teaspoon monosodium glutamate
- Salt and pepper

Cook green pepper and celery in butter until tender. Blend in flour; gradually add soup; add mushrooms and liquid. Cook till thick, stirring constantly. Add chicken, pimiento, and seasonings; heat thoroughly. Serve over toast triangles. Makes 4 to 6 servings.

Mrs. James C. Andrews, Charlottesville, Virginia

Chicken Delicious

- 1 clove garlic, halved
- ¼ cup salad oil
- 1 young chicken, 2½ pounds ready-to-cook weight, disjointed
- 1½ teaspoons salt
- ½ teaspoon pepper
- ½ teaspoon oregano
- 1 clove garlic, minced
- 1 4-ounce can (1 cup) mushrooms
- ½ cup sliced celery
- 1 6-ounce can (⅔ cup) tomato paste

Brown halved garlic clove in hot oil; remove garlic. Season chicken with salt, pepper, oregano, and minced garlic. Fry chicken in hot oil 10 to 12 minutes, or until golden brown. Drain mushrooms, reserving liquid. Combine mushroom liquid plus water to make ¾ cup, celery, and tomato paste; add to chicken. Cover; simmer 30 minutes; add mushrooms; simmer 15 minutes. Makes 4 servings.

Mrs. Frank Brogni, River Forest, Illinois

Foil-baked Chicken Supreme

- 6 chicken breasts
- 1½ teaspoons salt
- Dash pepper
- 1 tablespoon minced green onion
- 2 tablespoons minced parsley
- 1 clove garlic, minced
- ½ teaspoon crushed tarragon
- Dash thyme
- 1 can condensed cream of mushroom soup

Sprinkle chicken with salt and pepper; combine remaining ingredients; spread on surface and in cavity of chicken breasts. Place each piece of chicken on square of aluminum foil; bring edges together and seal with drugstore wrap, folding corners under; place on cooky sheet. Bake in very hot oven (450°) 20 to 25 minutes; turn packages over; bake 20 minutes. Serve in foil. Makes 6 servings.

Mrs. W. M. Sullivan, Lawton, Oklahoma

Better Homes & Gardens Prize Tested Recipes

Frosting favorites

(FROSTINGS AND FILLINGS)

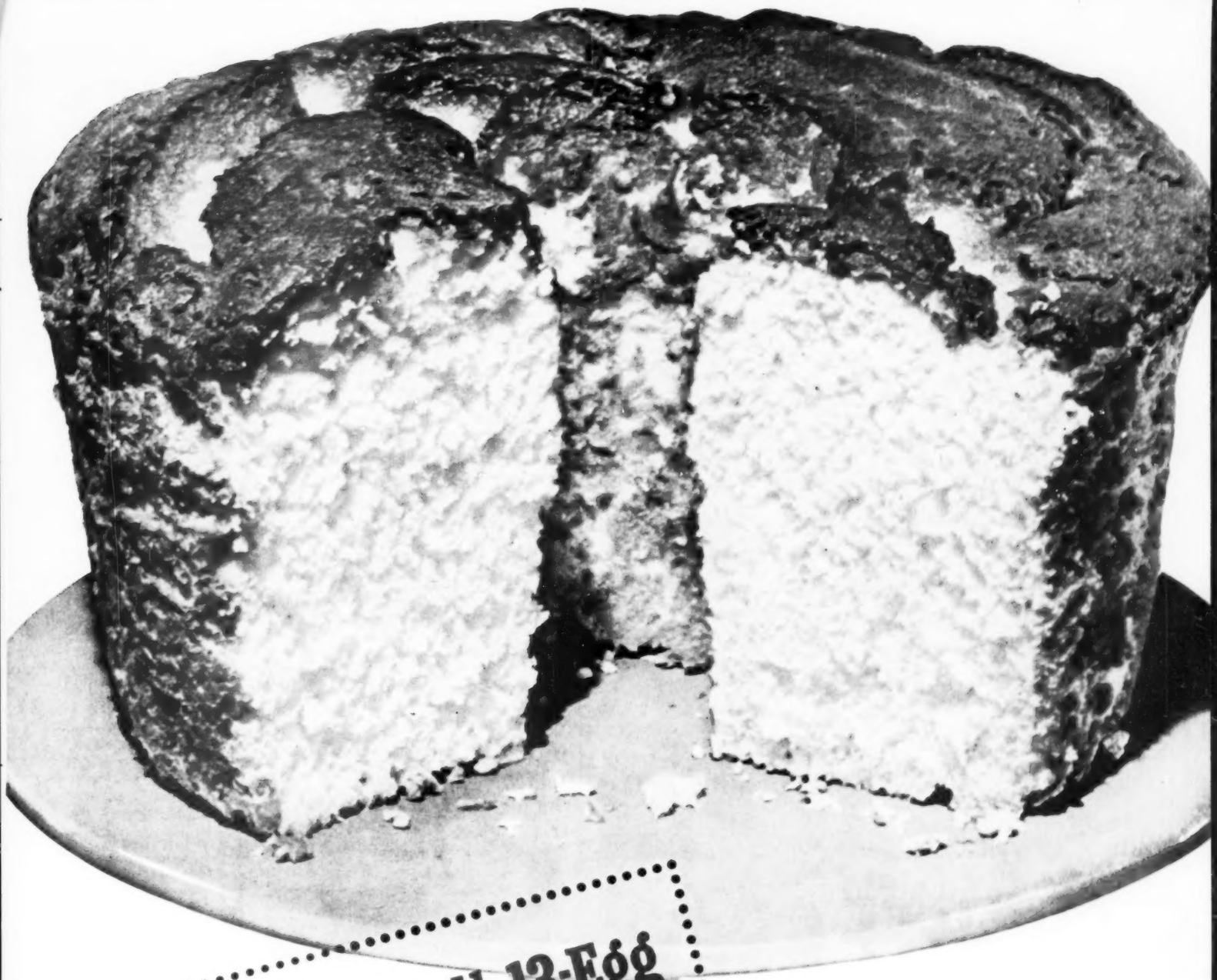
Date-Nut Filling and Caramel-Coconut Frosting

Wonderful combination of flavors to dress up your best spice cake—

Date-Nut Filling: Combine one 6½-ounce package pitted dates, chopped, ¼ cup chopped California walnuts, 1 tablespoon grated orange peel, and ½ cup orange juice. Cook until dates are tender and mixture is thick, about 2 or 3 minutes, stirring frequently. Cool; spread between 8- or 9-inch layers of cake.

Caramel-Coconut Frosting: Combine 1½ cups granulated sugar, 1½ cups brown sugar, and 1 cup sour cream or evaporated milk. Cook to soft-ball stage (234°). Remove from heat; cool till just warm (110°). Add 1½ teaspoons vanilla; beat till mixture begins to lose its gloss and is of spreading consistency. (If frosting gets too thick, beat in a little milk.) Spread over top and sides of two 8- or 9-inch layer cakes. Top with 1 cup toasted shredded coconut.

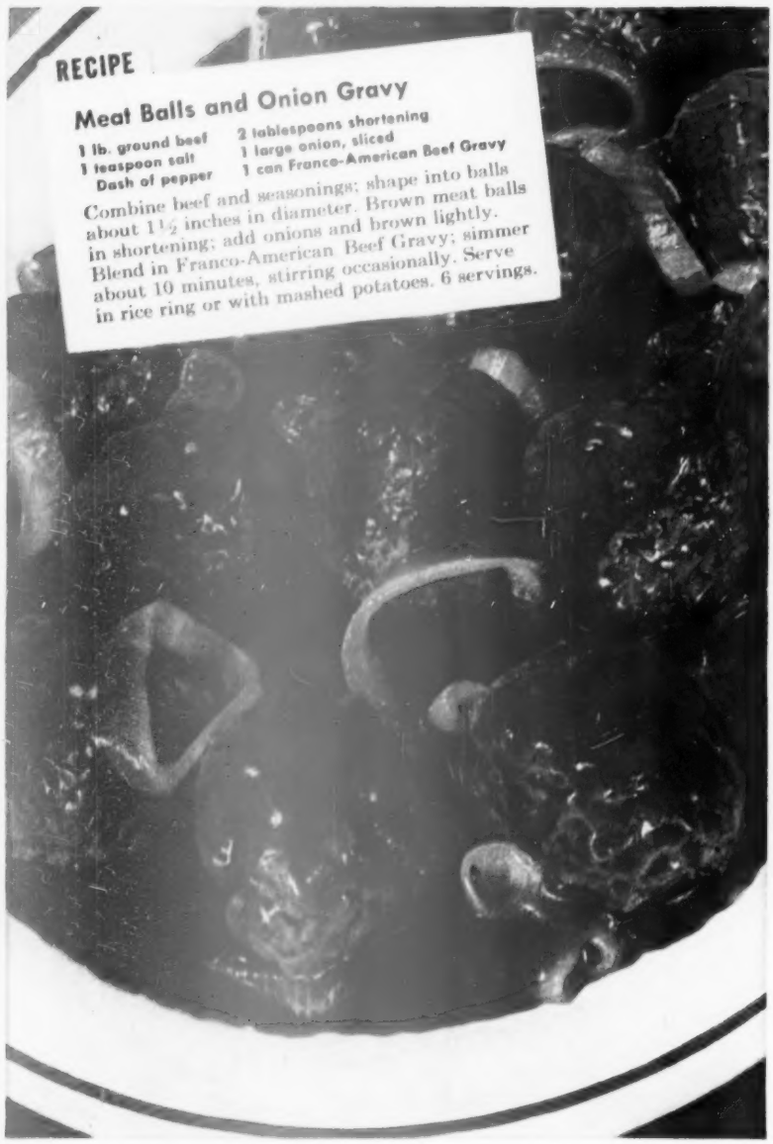
Theresa M. Lessmeister, Peru, Illinois.



This is the full 13-Egg Angel Food Cake Mix

Now, even higher, lighter, more gorgeous than ever. The whites of 13 Country-Fresh Eggs are right in the package. Water is all you add.

New! Pillsbury Angel Food Cake Mix



RECIPE

Meat Balls and Onion Gravy

1 lb. ground beef
1 teaspoon salt
Dash of pepper
2 tablespoons shortening
1 large onion, sliced
1 can Franco-American Beef Gravy

Combine beef and seasonings; shape into balls about 1½ inches in diameter. Brown meat balls in shortening; add onions and brown lightly. Blend in Franco-American Beef Gravy; simmer about 10 minutes, stirring occasionally. Serve in rice ring or with mashed potatoes. 6 servings.

RICH BEEF GRAVY

Ready to serve—stretches 1 pound of meat into 6 generous servings!

Have you discovered the marvelous meat pies, stews and croquettes you can whip up with just a few leftovers and a can of Franco-American Beef Gravy?

It's a wonderful pour-on gravy, too. Ladle it, piping-hot, over rice or potatoes—and taste that home-roasting-pan flavor! It's made from fine, selected beef—that's why!

More Franco-American Beef Gravy Ideas

✓Add ¼ cup mint jelly to 1 can Franco-American Beef Gravy. Heat and serve with sliced lamb.

✓Just a can of Franco-American Beef Gravy, a cup of cubed, cooked meat and a couple of vegetables make a quick and flavory Beef Stew.

✓Youngsters love Bread and Gravy for lunch. Serve with a vegetable, milk, fruit and cookies.

✓Use Franco-American Beef Gravy with sliced leftover roast for hearty Hot Meat Sandwiches.

✓For richer flavor, add Franco-American Beef Gravy in place of another liquid to your Meat Loaf.

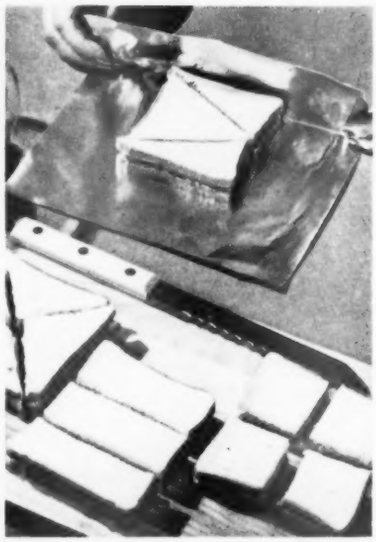
✓Heat chopped, cooked meat in Beef Gravy and pour over biscuits—tasty Meat Shortcakes!

READY ANY TIME... PERFECT EVERY TIME

Add sparkle to that lunch box

For a hot meal away from home, send soup or bouillon in a vacuum bottle. Or you can use it for hot chocolate or cocoa.

This junior-size one fits into the plaid plastic bag, above. Tuck in an oilcloth place mat for desk, too.



← Cut sandwiches into small pieces so they're easy to eat. And make them in eyecatching shapes.

Mix or match spreads and breads for variety. Do the slicing on a cutting board with sharp knife.

Fix the fillings ahead and store in refrigerator containers like those above that come lined up in a rack. Use them for assorted relishes, too. Or keep other types of containers on a small tray so you can carry all from refrigerator to counter in one trip with no backtracking.

At sandwichmaking time, just take your pick of fillings. Keep them tightly covered so they stay fresh and tasty.

Here are ideas on how to tackle the job of putting zing into each lunch-box meal. Tips, too, on a packing center to save you time and energy.

Let's face it. Lunch-box packing can be a monotonous chore. But there's no need to get bogged down with it. With a bit of planning, you can send your lunch-toting family off with an appetizing, delicious meal.

The lunch-box contents are a *meal*, not just something you toss together at the last minute. They should add up to about one-third of what Dad, Sister, or Brother needs for the day—a fruit and a vegetable; milk; some protein food like chicken, tuna, meat, cheese, or egg in the sandwich filling or salad; enriched or whole-wheat or rye bread with butter or margarine; extras your lunch taker might like.

Photographs: Nelson, Photography, Inc.

What goes into a lunch box? A nice surprise is tuna salad in a paper cup with snap-on lid. Wrap tomato (cut in quarters), buttered roll, and potato chips in saran wrapping—it sticks to itself like magic. Apple or whole orange can go as is—in its own covering. Be sure to include a big paper napkin, and a wood or plastic fork for the salad

More on page 105

ALL THIS garden-fresh flavor goes into V-8*

V-8 gives you the finest flavors from a summer garden—*any* season! For V-8 is a blend of the pure juices of all 8 of these *garden-fresh* favorites.

It's a delicious way to get your vitamins and minerals, too. Children *and* grown-ups love V-8 at mealtime—or anytime.

***V-8 Vegetable Juices gives you the delicious taste and nourishment of 8 garden-fresh juices**

MADE BY THE MAKERS OF *Campbell's* SOUPS

*V-8 is a trademark owned by the makers of Campbell's Soups

"It's so easy to get EXPERT RESULTS with these mouth-watering REFRIGERATOR ROLLS!"

Betty Crocker
OF GENERAL MILLS

"There's no kneading and the dough keeps for days. Your family will enjoy several bakings from this one recipe."

Remember... Gold Medal Flour is your key to EXPERT RESULTS WITH EVERYTHING YOU BAKE

Because... it's tested daily to insure dependability ... then women like you test it in their own kitchens under home baking conditions.

REFRIGERATOR ROLLS

- 2 pkgs. active dry yeast (not compressed)
- 2 cups warm water or potato water (not hot—110° to 115°)
- 1/2 cup sugar
- 2 tsp. salt
- 6 1/2 to 7 cups *sifted* GOLD MEDAL *"Kitchen-tested"* Enriched Flour
- 1 egg
- 1/4 cup soft shortening

Dissolve yeast in water: add sugar, salt and just ½ the flour. Beat thoroughly 2 minutes. Add egg and shortening. Beat in remaining flour gradually by hand. Mix with hands until smooth. Place in bowl and grease top.

Cover with damp cloth: place in refrigerator. Punch down occasionally, 2 hrs. before baking, cut off amount needed. Roll dough ½" thick into oblong 12" wide. Spread with soft butter. Fold over in half: cut in ½" strips.

Shape into knots, twists and figure 8's: place on greased baking sheet. Brush with melted butter. Let rise until light (1½ to 2 hrs.). Bake in moderately hot oven (400°) 12 to 15 min. Makes 4 dozen medium rolls.

Add sparkle to that lunch box

Begins on page 102

Is lunch going in a paper bag? Then use plastic containers to keep sandwiches, pie, salads, and similar foods tasting and looking their best. These containers are easy to wash, may be used time and time again, and will take a lot of wear. With boxes like these, you can make lunch the night before, refrigerate, and pop into a bag next day

Tuck in extras every now and then. Try these ideas: leftover fried chicken, gingerbread cupcakes with tops cut off and replaced butterfly fashion on a rich filling; ham-and-cheese-spread roll-ups; deviled eggs pressed together like sandwiches and wrapped in lettuce; and a paper cup of instant chocolate pudding topped with coconut

Freeze the sandwiches ahead. Pack each in a small plastic box. With grease pencil, mark day of week for which sandwich is intended.

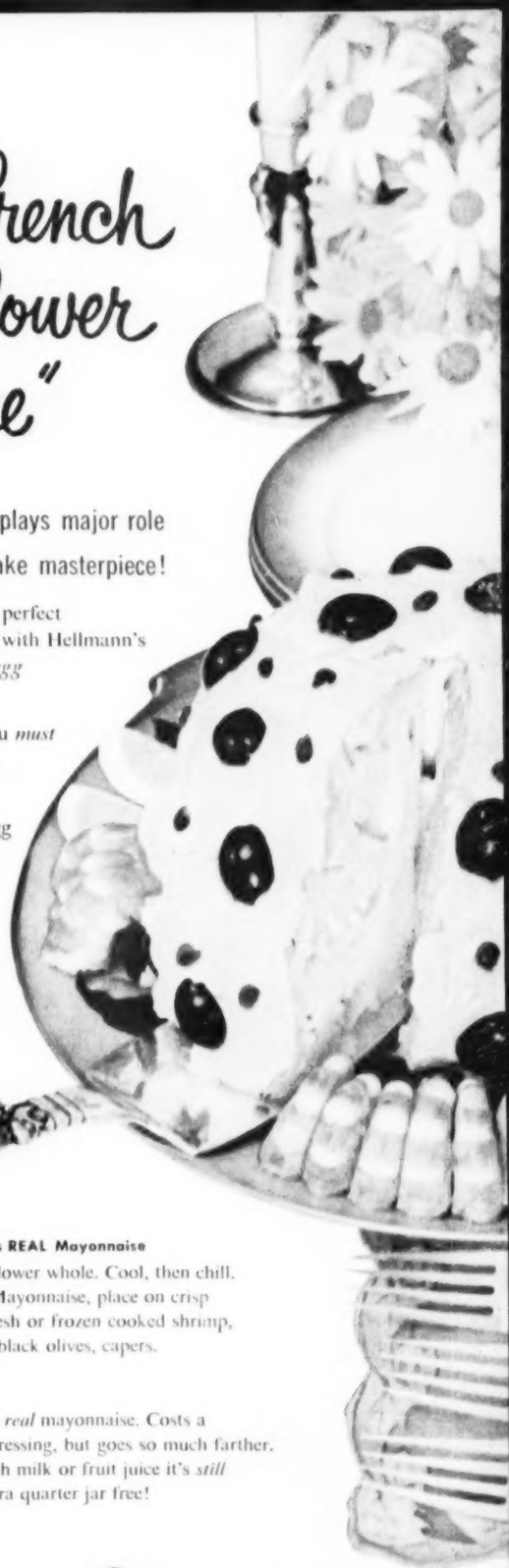
Or wrap in foil or freezer paper. Cut like this, frozen sandwiches stay fresh about one week. To keep longer, leave them uncut.

Do not freeze mayonnaise, lettuce, tomatoes, celery, cucumber, or cooked egg whites.

More tips on next page

How to make a

Real French "Cauliflower Supreme"



Whole Egg Mayonnaise plays major role in delicious, easy-to-make masterpiece!

It's as easy as cooking one perfect cauliflower and covering it with Hellmann's or Best Foods *real, whole-egg* mayonnaise!

The only "must" is . . . you *must* use fresh, *real* mayonnaise (as the French do).

You see, only the whole-egg mayonnaise is so creamy-rich, so wonderfully smooth—gives you that really fresh, home-made taste!

Is it any wonder the world's best cooks insist upon it?

RECIPE:

1 cauliflower
2 cups Hellmann's or Best Foods REAL Mayonnaise

Cook one perfect white cauliflower whole. Cool, then chill. Mask completely with Real Mayonnaise, place on crisp watercress. Surround with fresh or frozen cooked shrimp, hard-cooked eggs. Stud with black olives, capers.

REAL BONUS:

You get more *real* value with *real* mayonnaise. Costs a few cents more than salad dressing, but goes so much farther. So rich! When you thin it with milk or fruit juice it's *still* thick—it's like getting an extra quarter jar free!

Only mayonnaise has "mayonnaise" printed on the label

Whole eggs . . . freshly broken . . . make **HELLMANN'S or BEST FOODS REAL MAYONNAISE** smoother, tastier!

Best Foods® or Hellmann's® Real Mayonnaise is made with freshly broken whole eggs, delicate fresh-pressed salad oil, choice vinegar and spices, extra egg yolks.

A JELL-O Salad makes the meal!

A JELL-O Salad makes the meal!

A JELL-O Salad makes the meal!

A JELL-O Salad makes the meal!

A JELL-O Salad makes the meal!

A JELL-O Salad makes the meal!

LIME CHEESE SALAD

Dissolve 1 package Lime Jell-O in 1 cup *hot* water. Add ¾ cup cold water, 2 tablespoons vinegar, and 1 teaspoon grated onion. Pour ½ cup mixture into 1-quart ring mold. Chill until firm. Chill remaining Jell-O until slightly thickened. Then fold in 1 cup cottage cheese, and 1 tablespoon mayonnaise; blend. Pour onto firm Jell-O. Chill until firm. Unmold. Garnish with salad greens. Fill center with seafood salad. Makes 6 servings.

JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORP.

Add sparkle to that lunch box

Continued from preceding page

The know-how

▶ Cover each slice of bread with softened butter or margarine. Use a small spatula and spread to very edge. This keeps the filling from soaking the bread.

▶ Pair off neighboring bread slices from loaf to get neat-looking sandwiches. Line up and do all the buttering at one time before next step.

▶ To cut sandwiches, stack two or three on wooden board, then cut with sharp knife. But wrap each separately.

▶ Keep sandwich intact by wrapping drugstore style. Place it on square of waxed paper, aluminum foil, or saran wrapping; bring two opposite sides together and fold edges over and over till seam rests against top of sandwich. Then fold under two other ends.

▶ Pack lettuce, carrot, celery strips separately in aluminum foil, saran wrapping, or waxed paper.

▶ Send mayonnaise, mustard, catsup in small paper cups with snap-on lids.

Your own center

▶ Set aside a step- and timesaving spot in your kitchen, where you can do your lunch-packing and corral all the necessary equipment.

▶ Keep dispenser for waxed paper or aluminum foil on inside door of top cabinet. Store seasonings there, too.

▶ Breadboard, knives, spreaders, eating utensils, and paper sacks can go in the top drawer of lower cabinet.

▶ Bottom cabinet is handy place to keep bulky things like mixing bowls, lunch boxes, paper and plastic containers, and canned lunch foods.

▶ Store your electric mixer or blender close by to whip up fillings in short order.

Filling suggestions

▶ Deviled ham combined with minced onion and topped with a thin slice of Swiss cheese.

▶ Chive cream cheese, chopped dried beef, light cream, and dash Worcestershire sauce.

"Sorry, sir—closing time."

▶ Combine cottage cheese, blue cheese, crumbled crisp bacon, and dash Worcestershire sauce.

▶ Combine peanut butter and honey, spread on buttered white or whole-wheat bread.

▶ Liverwurst, chopped stuffed olives, and mayonnaise or salad dressing.

▶ Ground Bologna with ground sweet pickle, prepared mustard, and mayonnaise.

▶ Baked beans, chili sauce, thinly sliced onion or pickle.

▶ Chopped hard-cooked eggs, cucumber, green pepper, salt, and mayonnaise.

▶ Combine 2 parts each of chopped cooked chicken and broken California walnuts with 1 part drained crushed pineapple; add mayonnaise or salad dressing.

▶ Equal parts flaked tuna and finely cut celery, moistened with a little mayonnaise or salad dressing.

▶ Combine one 3-ounce package cream cheese, 3 finely cut uncooked prunes, ½ teaspoon sugar, ¼ teaspoon cinnamon, and 1 tablespoon chopped nuts.

▶ Canned corned beef shredded with a fork and mixed with catsup, chopped sweet pickles, grated onion, mayonnaise.

▶ Eggs scrambled with minced onion and green pepper, and finely chopped ham.

▶ Combine two 3-ounce packages cream cheese, and 1 ounce crumbled blue cheese; add ½ cup ground nuts, ¼ teaspoon grated onion, ½ teaspoon Worcestershire sauce, ¼ teaspoon salt, and ⅓ cup salad dressing or mayonnaise.

▶ Ground cooked meat, pickle relish or pickled onion, mayonnaise, and horse-radish.

▶ Sardines, chopped hard-cooked egg, and lemon juice.

▶ Softened pimiento-cheese spread and chopped ripe olives.

▶ Combine one 3-ounce package cream cheese and 2 tablespoons milk or light cream; add 2 tablespoons diced toasted almonds; mix well.

▶ One cup chopped raisins, 1 cup cottage cheese, ½ cup peanut butter, ½ cup mayonnaise, salt to taste.

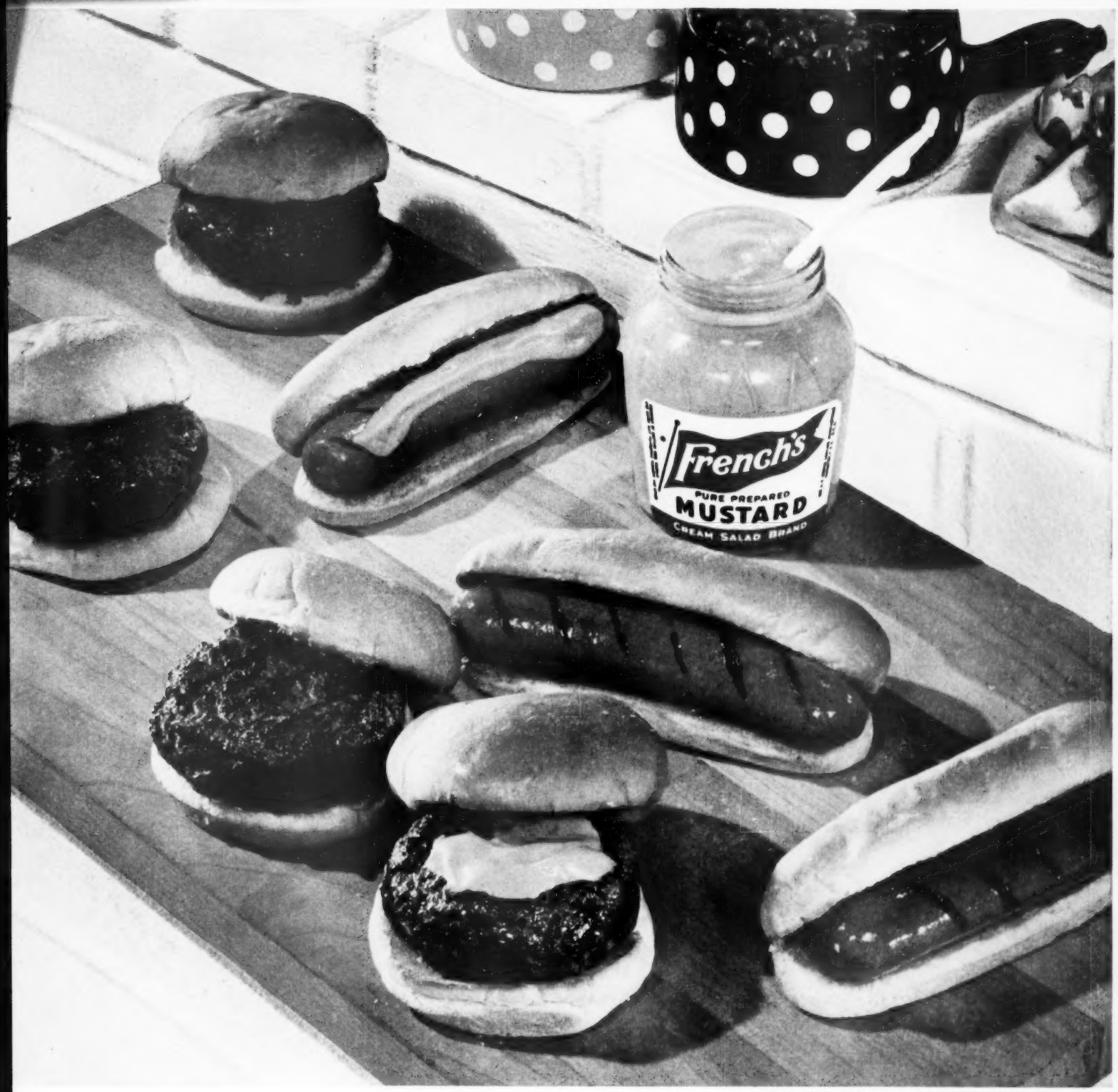
▶ Combine ¼ cup drained canned chopped mushrooms with ⅓ cup softened chive cream cheese.

Before you move

. . . let us know what your new address will be. Five weeks notice will give us time to see that your copies of *Better Homes & Gardens* follow you to your new home with no delay in service.

When you write, be sure to enclose an address label clipped from the cover of one of your recent copies. With it, we'll be able to give you better service.

Send your address change to *Better Homes & Gardens*, Des Moines 3, Iowa.



P. S. Add French's to canned beans for country-kitchen goodness

FRENCH'S MUSTARD

does something wonderful for a Barbecue!

✓ FRENCH'S pure yellow Mustard blends better because it's creamier . . . smoother.

✓ FRENCH'S rich mustard goodness does not fade out in cooking.

✓ Get a jar tomorrow and see what a wonderful flavor difference FRENCH'S makes!

FREE! NEW RECIPE LEAFLET "Barbecue Treats"

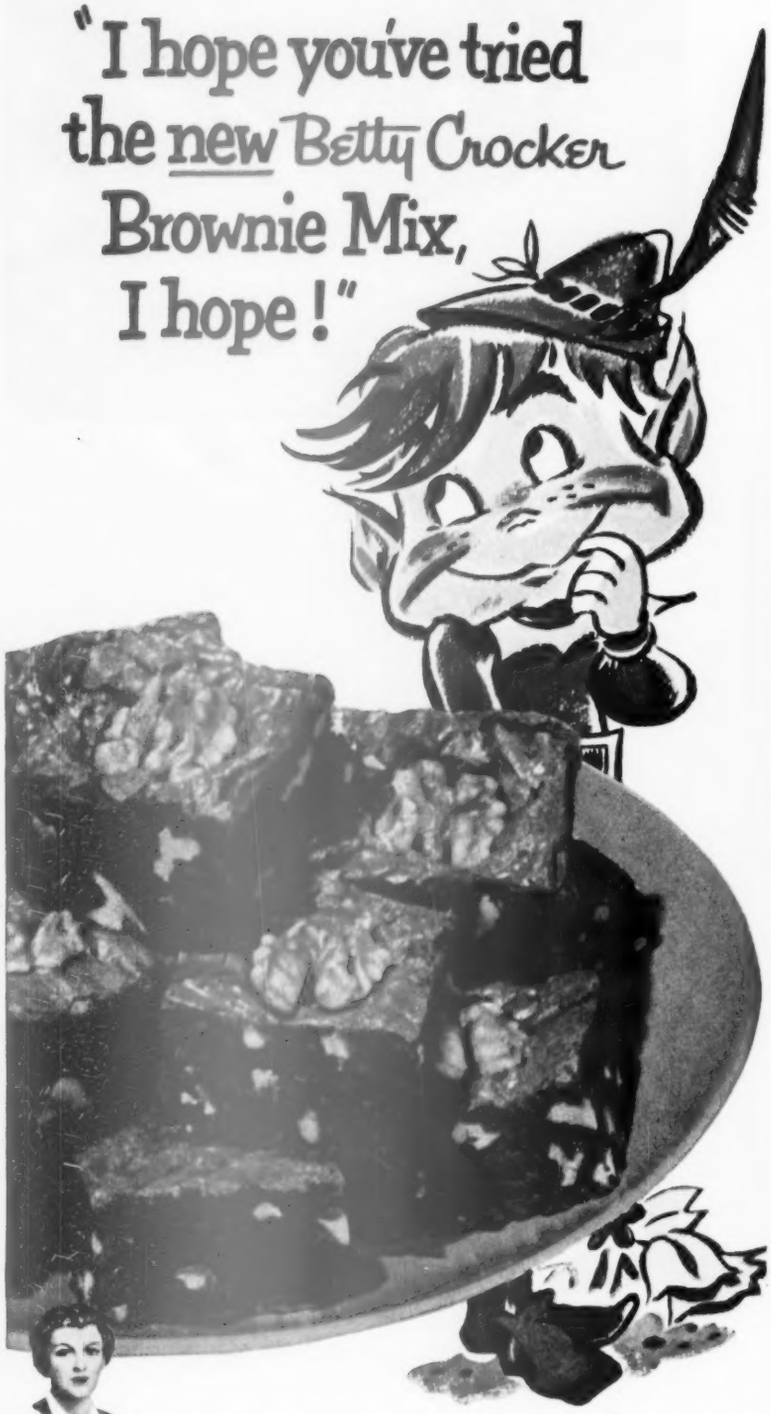
The R. T. French Co.
1980 Mustard Street, Rochester 9, N. Y.

Name _____

Address _____

City _____ *State* _____

"I hope you've tried the new Betty Crocker Brownie Mix, I hope!"



Betty Crocker
OF GENERAL MILLS

"Hello, Homefolks— Have you heard the news? There's a new mix on the market—our Betty Crocker Brownie Mix. And it's just what your letters ordered—the easiest, quickest way to make the chewiest, fudgiest, good-eatingest brownies you ever tasted!

You can make 'em chewy—or you can make them soft and tender, like cake. But whatever you do, make plenty.

Got a scout troop? Or a Sunday School class? Or a young daughter just learning to cook? Turn them loose on brownies. You get perfect brownies every time with our Betty Crocker Brownie Mix—36 fudgy brownies to the package.

Do buy your first box today!"

Betty Crocker

FILL UP THE COOKY JAR! **EACH BOX MAKES 36 BIG FUDGY BROWNIES!**

Ups and downs that adjust to you

Begins on page 9

Nine-way wonder. This portable barbecue boasts 9 different adjustments of the firebox—just raise or lower knob at right to the level you want. Whether you cook a rolled ham on the rotisserie or steaks on the grill, it's easy to regulate heat for correct cooking. Note cart's cutting boards and big shelf to carry entire meal

Mixer elevator. Hideaway for handy kitchen mixer is a shelf that lowers into cabinet. Two springs on side control the action: you can swing shelf straight, use mixer at low level, or pull shelf all the way up, lock it into place. Stored like this, mixer is plugged into electric outlet and ready for use; it stays dust-free

More on page 110

New! Paul Bunyan* Burgers

bigger, juicier from the same amount of meat— because you make 'em with Nonfat Dry Milk

The most luscious hamburgers you ever made—actually *bigger* and *juicier* from the same amount of meat, thanks to Nonfat Dry Milk. This economical, easy-to-use milk product retains moisture in foods . . . makes them fresher tasting with a smoother texture . . . and adds valuable food elements. Use it just as it comes from the package. Only the water and fat have been removed . . . all the important proteins, vitamins and minerals are still there. Nonfat Dry Milk is good for your family . . . and makes food taste better and look better. Try it!

* Paul Bunyan—legendary giant lumberjack of the north woods, famous for his size, and his tremendous appetite.

Paul Bunyan Burgers

Broil 'em or bake 'em

4 SERVINGS
1 pound ground beef
½ cup Nonfat Dry Milk
¼ cup water
1 teaspoon salt
¼ teaspoon black pepper

TO BROIL: Sprinkle Nonfat Dry Milk, salt and pepper over the beef. Mix well. Add water and stir until well blended. Shape into four Bunyan Burgers. Broil at medium heat determined by temperature selector or by placing at least four inches below heat, for 10 minutes on each side. Serve at once.

TO BAKE: Follow same recipe as above but place Burgers in an ungreased baking dish and bake for one-half hour at 350° F. To brown on both sides, turn once during baking. These Burgers may be baked plain or with barbecue sauce.

(If pan-frying Bunyan Burgers, be sure to use at least 2 tablespoons fat and cook over *very low heat.*)

Delicious, nutritious, Nonfat Dry Milk in a variety of package sizes. Needs no refrigeration . . . always handy.

Homemaker Service and Research for the public, supported by dairy farmers across the nation.

American Dairy Association
"Voice of the Dairy Farmer"
20 North Wacker Drive, Chicago 6, Illinois

See Bob Crosby, 3:45 EST Tuesday and Thursday, CBS-TV

From any angle it's smartest to serve with

SAN JACINTO Contemporary is the aristocrat of molded dinnerware. China-thin, soft-tone colors, each lovely piece has the subtle effect of texture on surfaces porcelain smooth. Nor is that all: in the molding of San Jacinto Contemporary a method has been perfected to achieve strength, hardness, and resistance to stain and scratch, unrivaled in molded dinnerware . . . and complete freedom from water-spotting! Unharmed by boiling water, it goes safely into mechanical dishwasher, dries without spotting, instantly ready to use. Enjoy this new fashion in dining to the fullest with beautiful, practical San Jacinto! In NEW Texture Colors: Mist Green, Shell Gray, Talisman Rose, Cinnamon.

Shown are the new Texas-Ware Sherbet and Goblet with bases in dinnerware colors.

Accessory pieces and open stock to complete your set available in all 4 colors.

Available in 20, 24 and 32 piece starter sets and open stock, with a complete range of accessories.
At leading stores or write for FREE color leaflet showing complete Texas-Ware Selections

Guaranteed against breakage for 2 full years

TEXAS-WARE MOLDED DINNERWARE

SOLD IN TEXAS AND THE OTHER 47 STATES
TEXAS-WARE Division, Dept. BHGO, 825 Trunk Avenue, Dallas, Texas

Ups and downs that adjust to you

Continued from page 108

The lamplighter. Throw light on your dining table with a modern, brass fixture that can be pulled high or low. Bring it down when there's close work at hand, like figuring budgets; or let it slide up high for soft light at dinnertime. A pulley controls heights. Bowl of the lamp is pierced so the light can stream out

Sit-down ironing board. Why make hard work out of the family ironing? Just sit and relax at the job by using an ironing board like this. Or, if you do your best while standing, pull board up. It adjusts to you, no matter how tall or short you are. Rubber tips and wheels on legs protect the floor from markings

More on page 251

New! G-E Spacemaker gives you big-range cooking in compact space...only $229.95

(OR ABOUT $2.38* A WEEK)

Oven so big
it cooks 10-lb. roast,
au gratin potatoes,
apple brown betty
for 24...all at once!

Takes up to 16 inches less width than a 40-inch range. Yet it has practically every big-range cooking feature you can imagine.

Newly designed automatic oven timer lets meals cook without attention. Pushbuttons click on exact heats. Famous "Focused Heat" broiler cooks meats the delicious "charcoal" way. EXTRA-Hi-Speed unit gives speedy cooking starts.

Wide, floodlighted oven. Easy to clean.

Surface units are widely spaced to allow for big pans—hinged so you can lift out drip pans. Indicator light shows when oven is preheated, 2 appliance outlets—1 timed, big storage drawer, full-length fluorescent lamp over cooktop.

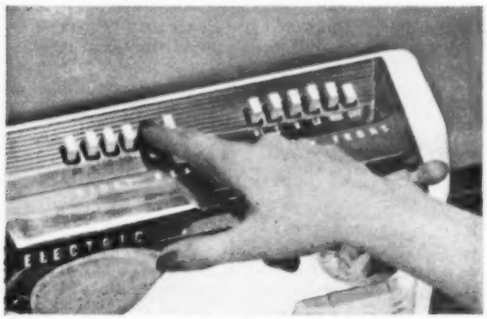
Your G-E dealer is in classified phone book. General Electric Company, Appliance Park, Louisville 1, Kentucky.

Be Modern...Cook Electrically

**After small down payment. See your G-E dealer for details. Prices and specifications subject to change without notice.*

How to "Stretch" a Small Kitchen . . . or Make a Big One Extra-Convenient

Where room is limited, use the space you save with a Spacemaker for an extra cabinet or snack bar. In a larger kitchen, the compact Spacemaker can make possible an on-the-spot freezer or other appliance. Or buy two Spacemakers—they cost no more than a de luxe range and you get: two master ovens (bake and broil at the same time), eight Hi-Speed surface units, double storage space.



Cook with pushbuttons. Click them on with a finger-tip-touch, even when your hands are full or wet. Exact, even heats, warm to hi-speed. Nothing to turn or adjust.

Newly designed! Automatic oven timer. Easy to use. Two simple clock settings and heat goes on, does cooking, goes off without attention. Safe to leave as your electric refrigerator.

New! Calrod® oven units are removable. Fully enclosed. No old-fashioned open coils. Units slide out so you can clean them and oven more easily. New, economical "Focused Heat" broiler.

Speed-Cooking ranges . . . so fast . . . so clean . . . so dependable

GENERAL ELECTRIC

For as little as $189.95 or $1.94 a week you can own a G-E range with big, wide oven; new "Focused Heat" broiler; removable, cleanable oven units; Hi-Speed and EXTRA-Hi-Speed Calrod® surface units and modern pushbutton controls.

FIRST PRIZE $25,000 IN CASH

SECOND PRIZE $7,500 IN CASH

THIRD PRIZE $2,500 IN CASH

450 Prizes in all! Your favorite recipe

Pillsbury's BEST 6th $100,000 Recipe &

This could happen to you! Mrs. Bernard Kanago, last year's top winner, gets the $25,000 good news.

You'll meet the stars! Art Linkletter talks it over with Mrs. Jos. E. Terrill, last year's $7,500 winner.

You'll breakfast in bed! Your expense-paid trip includes 2 days at the Waldorf with breakfast in bed.

You'll be the center of attention! Network TV cameras will watch you bake in the Waldorf's Grand Ballroom.

It's so easy, says Arthur Godfrey. No contest ever promised such rewards, thrills and fun . . . and no contest was ever as easy to enter as this 6th Pillsbury's Grand National $100,000 Recipe and Baking Contest. Just a good recipe—that's all you need—nothing more! No slogans or jingles to write.

And about that recipe. It can be one you made up yourself, or one handed down in your family, or maybe a little bit of both. As long as it's for one of the four types of foods listed on the opposite page . . . and just so it's a little special or different in taste, appearance, or method, you've got as good a chance to win as the next one. And don't think for a minute it's got to be a fancy recipe, because some very simple foods win every year.

This might be your year. Probably none of the women who won the big money in past Grand Nationals ever dreamed of winning. But they did, and you might, too—*this year!* Just for sending in a recipe, you might win the $25,000 jackpot or one of the hundreds of other big prizes. Imagine living in luxury at the Waldorf . . . meeting famous people . . . seeing all the sights . . . being a celebrity yourself throughout your thrill-packed trip.

Don't pass it up. Don't miss this chance for fame, riches and fun—all for just a recipe. So get busy. Go through your recipes and select the best one. Remember, you have just as good a chance to win as any of the other contestants. Fill out the entry blank across the page and mail it in right away. This may be your year!

EASY RULES FOR WINNING

CONTEST CLOSES OCTOBER 15, 1954

1. On an Official 1954 Entry Blank print or type your name, address, the name you have selected for your entry, and every ingredient and amount used in making your entry. Give your measurements in level (not scant or heaping) cups, tablespoons, teaspoons, or in fractions (¼, ⅓, ½, etc.). If you are a Junior entrant, check the Junior Recipe Box. If you are a Senior entrant, check the proper Senior Food Classification Box. Give baking temperature and time.

2. Attach firmly to the Official Entry Blank an extra-value coupon from any size sack of Pillsbury's Best Flour and one or more sheets giving instructions for making your recipe. *Write on one side of paper only*, using any recipe form. Brand names of ingredients used (other than flour) may be given if desired, but are not required. Write your name and address at the top of each sheet.

3. Enclose your entry in an envelope addressed to Pillsbury's Recipe Contest, Post Office Box 769, Chicago 77, Illinois. Entries must be postmarked not later than October 15, 1954, and must be received not later than October 20, 1954. You may send in as many entries as you wish, but only one per envelope. All recipes and entries become the property of Pillsbury Mills, Inc., and will not be returned.

4. Every entry, to be considered, must be on an Official Entry Blank, and must comply with the above rules, and must call for at least one-half cup of Pillsbury's Best Flour (not cake flour or mixes). No entry will be considered which calls for an intoxicating beverage, or for an ingredient not usually found in grocery stores.

5. Everyone twelve years or over on July 1, 1954, living in the United States, Alaska, Hawaii and Puerto Rico may enter—except employes of the following organizations and members of their immediate families: Pillsbury Mills, Inc., its advertising agencies, the Lloyd Herrold judging organization and practicing professional home economists. Entrants twenty years or over on July 1, 1954, are eligible for Senior Grand National awards; entrants under twenty years are eligible for Junior Grand National awards.

6. The Lloyd Herrold Company and a staff of home economists will judge qualified entries in the Recipe Contest on the basis of general appeal, ease and speed of preparation, novelty or unusual character and aptness of name. No entrant will be eligible for more than one award in the Recipe Contest.

7. The Baking Contest will be held in the Grand Ballroom of the Waldorf-Astoria Hotel in New York and will be limited to the eighty Senior Recipe Contest winners and the twenty Junior Recipe Contest winners. Entrants in the Baking Contest will prepare their prize-winning recipes without assistance. Entries will be judged on the basis of taste, appearance, general appeal and novelty or unusual character. No entrant will be eligible for more than one cash award in the Baking Contest.

8. These rules are binding on all entrants. The decisions of the judges will be final. In the case of ties, duplicate awards will be made. This contest is subject to federal and local laws. Names and addresses of all winners will be furnished after January 1, 1955, on request.

FOUR $1,000 "BEST OF CLASS" AWARDS

Breads and Main Dishes	$1,000
Cakes	1,000
Pies and Desserts	1,000
Cookies	1,000

$6,000 TO JUNIOR BAKING CONTEST WINNERS

First Prize	$3,000
Second Prize	2,000
Third Prize	1,000

100 FREE TRIPS TO NEW YORK

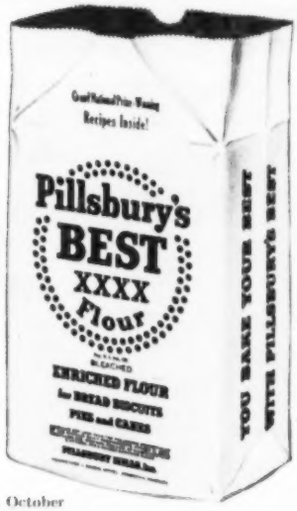
To the 80 Senior Winners and 20 Junior Winners competing in the Baking Contest in the Grand Ballroom of the Waldorf, a trip to New York with a two-day stay at the Waldorf at Pillsbury's expense. Also a cash prize of $100 each to cover your incidental expenses. Each Junior winner to be accompanied by one parent or approved adult, also at Pillsbury's expense.

100 G-E Stratoliner Push-Button Ranges— 100 G-E Triple-Whip Mixers

All 100 finalists in the Bake-off win these General Electric appliances.

may be one of the big winners in

GRAND NATIONAL Baking Contest



ENTER NOW! Your entry must be postmarked not later than midnight October 15, 1954, and must be received by October 20, to be eligible.

4 CLASSES OF FOOD WILL WIN
Circle your entry

CAKES

COOKIES

BREADS and MAIN DISHES

PIES and DESSERTS

This Entry Blank may help you win $25,000

B

OFFICIAL ENTRY BLANK

Pillsbury's $100,000 Grand National

Mail to: Pillsbury's Recipe Contest, Post Office Box 769, Chicago 77, Illinois

Name_____ Address_____

City_____ Zone____ State_____

Check the classification in which your recipe is entered:

CONTEST CLOSES OCTOBER 15, 1954

☐ JUNIOR	☐ SENIOR	☐ SENIOR	☐ SENIOR	☐ SENIOR
(Anyone 12 but not 20 on July 1, 1954)	Cakes	Cookies	Breads and Main Dishes	Pies and Desserts
All Types of Recipes	*All Types of Cakes*	*All Types of Cookies*	Yeast Raised and Quick Breads, Pancakes, Dumplings, Doughnuts, Etc	Including all Pies, plus Puddings, Cobblers, Jelly Rolls, Shortcakes, Etc

Your name for your recipe: _____

Basic Recipe (dough, batter, or pastry)

Amount	Ingredient

List below each ingredient and amount used in Column indicated:

Filling, Topping, Sauce, etc. (if necessary for serving)

Amount	Ingredient

Give Baking Temp._____ **F. Baking Time:**_____

IMPORTANT—(1) Write your name, address, and full directions on separate sheet and attach.
(2) Attach to the back of this entry blank the extra-value coupon from any size sack of Pillsbury's Best Flour.

Get additional entry blanks at your grocer's or write Ann Pillsbury, Box X, Minneapolis 2, Minnesota. Request for additional entry blanks must be postmarked no later than October 1, 1954.

I buy my Pillsbury's Best Flour from (list one store only):_____ Address_____

BEEN GOOD TODAY? CLAIM THIS REWARD—

Ice cream with Pineapple

CANNED TROPIC-FRESH

Nature's most refreshing flavor

Sundaes *topped* with canned Pineapple—like ice cream and sherbets *made* with Pineapple—have exciting flavor. Desserts, salads, bakings and meat dishes . . . the more canned Pineapple in your eating the more you'll like all that you eat. Keep a kitchen "PINEAPPLE SHELF" well-stocked with all 5 forms of this tropic fruit. Reach often for the flavor Nature stores *only* in canned Pineapple!

Pineapple Sundaes

sing with flavor! Spoon golden Crushed Pineapple over vanilla or Pineapple ice cream. Or sprinkle each ice cream serving with Pineapple Tidbits. Marvelous for dessert or any refreshment occasion

Pineapple Sodas

perk up a party! In each tall glass put a big spoonful of Pineapple ice cream. Fill glass about ⅔ full with Pineapple Juice, mash and mix slightly. Drop in another spoonful of ice cream, then add chilled sparkling water to fill

PINEAPPLE GROWERS ASSOCIATION, *San Francisco*

Fruit pies! M-m!

Begins on page 84

Concord-grape Pie

Rich color and flavor. Topper's buttery crumbs—

- 3½ cups Concord grapes
- 1 cup sugar
- ¼ cup enriched flour
- ¼ teaspoon salt
- 1 tablespoon lemon juice, fresh, frozen, or canned
- 1½ tablespoons butter or margarine, melted
- 9-inch unbaked pastry shell

Slip skins from grapes; set skins aside. Bring pulp to boiling point; press through sieve to remove seeds; add skins. Combine sugar, flour, and salt. Add lemon juice, butter, and grape pulp. Pour into unbaked shell. Sprinkle **Crumb Topping** over: Sift together ¾ cup enriched flour and ½ cup sugar. Cut in ⅓ cup butter or margarine until crumbly. Sprinkle over pie. Bake in hot oven (400°) 40 to 50 minutes.

For grape-leaf garnish, cut leaf design from pastry with a sharp knife. Bake on cooky sheet in very hot oven (450°) about 10 minutes. Cool; place on pie before serving.

Fresh Apple Pie

Dad, save room for a thick wedge with a slice of mellow golden cheese—

- 5 to 7 tart* apples
- ¾ to 1 cup sugar
- 2 tablespoons enriched flour
- Dash salt
- 1 teaspoon cinnamon
- ¼ teaspoon nutmeg
- 1 recipe Plain Pastry
- 2 tablespoons butter or margarine

Pare apples and slice thin. Combine sugar, flour, salt, and spices; mix with apples. Fill 9-inch pastry-lined pieplate; dot with butter. Adjust top crust. Bake in hot oven (400°) about 50 minutes. *If apples aren't tart, add 1 tablespoon lemon juice. Grated lemon peel may also be added, if desired. **Rim trim:** Trim lower pastry even with edge of pieplate. Roll top crust so edges will extend ½ inch beyond lower crust; cut slits for steam to escape. Dampen lower edge with water. Lay top crust on filled pie and fold extended edge over edge of bottom crust. To crimp edge, with forefinger of right hand, press crust between thumb and forefinger of left hand. For shiny top, brush pie with top milk before baking. **Tasting-Test Kitchen Note:** If you're in a hurry, save some time by using canned apples.

Glazed-pear Cheese Pie

No better eating than this! And no bother making a crust—it forms as pie bakes!—

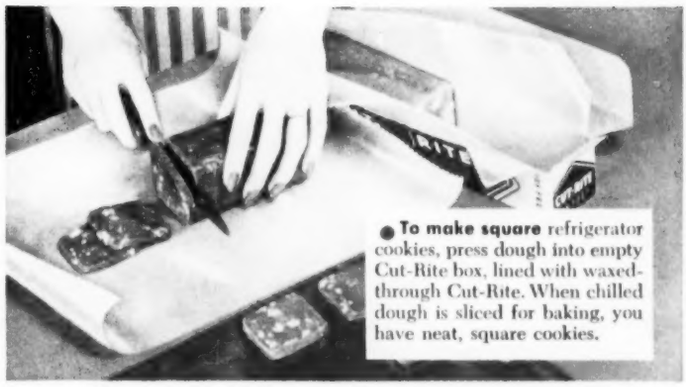
- 2 8-ounce packages cream cheese
- 3 eggs
- ⅔ cup sugar
- ⅛ teaspoon almond extract
- • • •
- 2 cups sour cream*
- 3 tablespoons sugar
- 1 teaspoon vanilla
- • • •
- 6 canned pear halves, drained
- 1 recipe Strawberry Glaze

Beat the cheese until light and creamy. Add eggs, one at a time, beating thoroughly after each addition. Add ⅔ cup sugar and the almond extract. Beat until smooth, thick, and lemon-colored, about 5 minutes. Pour into greased 9-inch

[*Turn to page 121*

Do as the experts do . . .

RUSHING BUSINESS.
Nutrition experts say fresh green vegetables lose *only* 3 percent of precious vitamin C if you store them in a cold, damp place like the crisper in your refrigerator. But same vegetables will lose as much as 44 percent vitamin C if kept at room temperature, as in your kitchen. So be quick—rush them to your refrigerator as soon as possible after you gather them from your garden or buy them at the market.



● **To make square** refrigerator cookies, press dough into empty Cut-Rite box, lined with waxed-through Cut-Rite. When chilled dough is sliced for baking, you have neat, square cookies.

DIONE LUCAS SHOWS YOU

Three Quick Cookie tricks

. . . famous cooking authority

● **Candy bar cookies** are new, different. Mold refrigerator cookie dough around coconut bars, wrap in extra-heavy Cut-Rite. Chill, remove Cut-Rite—cut into ½" slices and bake.

● **"Make a name"** for your party cookies! Roll square of Cut-Rite into a cone, spoon in frosting. Twist top of cone, cut off at bottom to make small opening. Squeeze, write names.

"CUT-RITE," REG. U. S. PAT. OFF.

BIG 125-foot roll!

● **Cut-Rite** doesn't split when twisted. Famous cutting edge tears evenly—always.

Another great Scott paper value

..with KitchenAid!

AUTOMATIC DISHWASHER

This famous, exclusive Hobart revolving wash principle completely power-washes *all* your tableware...*to unmatched perfection!* It's so much more effective than weak "splasher or deflector-type sprays."

From daintiest glassware, finest china, your most precious silver to everyday table service—all wash spotlessly in *KitchenAid.* Lipstick, dried milk, tough grease—even sticky foods—all disappear. You don't even have to pre-rinse; *KitchenAid's* exclusive dual-strainer system positively traps food particles, flushes them away so they never spray back on tableware. Two separately sliding racks, with upper rack adjustable for extra-tall glasses, make *KitchenAid* easy to load and easy to use. There's plenty of space for an entire large family dinner service—*plus pots and pans!*

Whether you're renting, remodeling or building—apartment or home—there is a *KitchenAid* dishwasher for you. Free-standing, under-counter, sink-dishwasher combinations, standard gravity drain, automatic pump-drain models, even a plug-in portable model. For detailed information, write Dept. KB, *KitchenAid* Home Dishwasher Division, The Hobart Manufacturing Co., *Troy, Ohio. In Canada:* 175 George St., Toronto 2.

Only *KitchenAid* has a separate motor and hot-air blower fan that assures complete, thorough drying. No water spots on tableware or glasses.

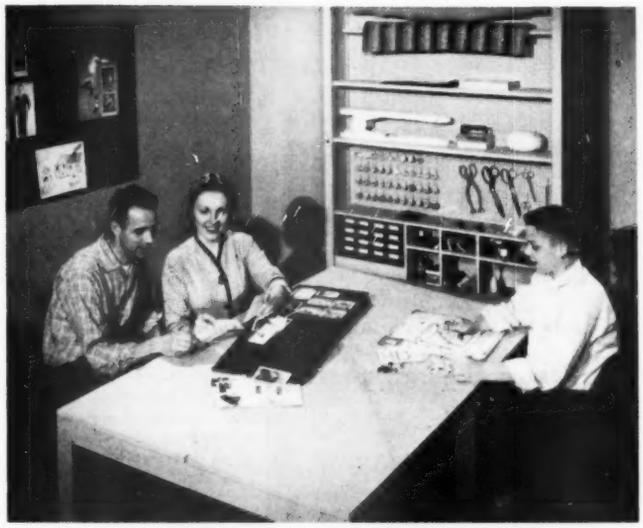
A PRODUCT OF Hobart®

KitchenAid The Finest Made

KitchenAid is a product of The Hobart Manufacturing Co. which, for more than 55 years, has designed and built commercial food, kitchen and dishwashing machines to meet the exacting standards of the world's finest hotels, hospitals and restaurants. The exclusive features pioneered and proved in these commercial dishwashing machines are yours *only* in *KitchenAid*...naturally the finest dishwasher for the home.

World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines

Double-duty sewing center



The whole family enjoys this sewing center. It's a home sewer's dream come true. But it's lots more—a place for family activities and hobbies. Here on the spacious table, you and Dad can mount snapshots while Brother plays games. Paint the cabinet with semigloss enamel so youngsters' crayon, pencil, water-color marks can be wiped off

By Anne Anderson

SEWING FANS, look here! The editors of Better Homes & Gardens have designed this center for you. It's a place for family fun, as well as sewing. See its many easy-work features. Then call on your handyman to build it. Full directions on page 130

- Everything you need is at your fingertips
- Convenient for work or play at moment's notice
- Sewing machine's ready to go in a flash
- Rollers for fabric keep the wrinkles out
- Home for patterns and sewing-instruction booklets
- Hang-out-of-sight place for partly finished garments
- Pigeonholes for storing bitsy odds and ends
- Roomy behind-scenes storage—drawers and shelves

For comfort, have the work surface flush with the table top. See how we have made a cutout in which to slip the portable sewing machine.

Allow about 7 inches from edge of the table to the front edge of machine to insure a good armrest.

And leave 12 to 14 inches from end of cabinet to the machine. There's oodles of room at left for bulkies, as slipcovers, draperies.

Photographs: Hopkins

Close-up of the cutout. Note the inset that fits into the opening when you're not using your machine.

Ready for sewing? Just lift out this board, insert machine; metal straps underneath help to hold it up.

To close cabinet, remove inset; pull straps up so the table legs can lie flat.

Before making the cutout, trace outline of the base of machine on table.

Compact is the word for this sewing cabinet. Even with the drop table down, it presents a tidy front. The cutting table is about $3\frac{1}{4}$x$5\frac{1}{4}$ feet—ideal size for laying out a pattern. When you're finished using table, raise it into cabinet. The burlap-covered frame legs fold down and lie flat against unit. Closed, the cabinet will fit in small area, $3\frac{1}{2}$x$2\frac{1}{6}$ feet. Extended, it takes up $3\frac{1}{2}$x$7\frac{1}{2}$ feet

More on next page

MIRRO Fry Pans	Domed Covers
7" 1.85	7" .65
9" 2.85	9" .85
10" 3.50	10" 1.00
11" 3.95	11" 1.25

Guaranteed!

MIRRO WARP-PROOF FRY PAN

this aluminum fry pan positively will not warp!

we will refund your money if the one you buy does not live up to this claim!

MIRRO CORN POPPER 2½-qt., 6.50

MIRRO 3-EGG POACHER 1½-qt., 1.75

MIRRO "LIKE MOTHER'S" TOY BAKE SET 18-pc., 2.00

MIRRO WHISTLING TEA KETTLE 3-qt., 4.50

MIRRO TEA POT 8-cup, 2.65

Ask for this Beautiful, Modern MIRRO Fry Pan, at department, hardware, or home furnishing stores, wherever dealers sell the finest aluminum.

Prices slightly higher in west.

your best buy **MIRRO** THE FINEST ALUMINUM

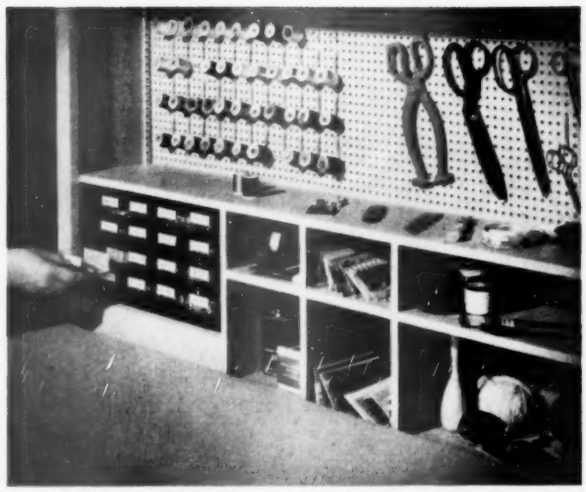
Guaranteed by Good Housekeeping

COMMENDED PARENTS

ALUMINUM GOODS MANUFACTURING COMPANY • MANITOWOC, WISCONSIN

World's Largest Manufacturer of Aluminum Cooking Utensils

Double-duty



Back of cabinet is perforated hardboard. Hang up thread and scissors in an orderly array. You can buy the hooks at hardware store.

For bitsy things like buttons, pins, thimbles, we have used this small metal chest with plastic drawers. Label each one or just peek in.

← Dressmaker's delight is this full-length mirror for perfect self-fitting.

The mirror is inside the door on the right side of the cabinet. Just close the door when fitting is over.

Mirrored door opens to the storage spot for all of your ironing and pressing aids.

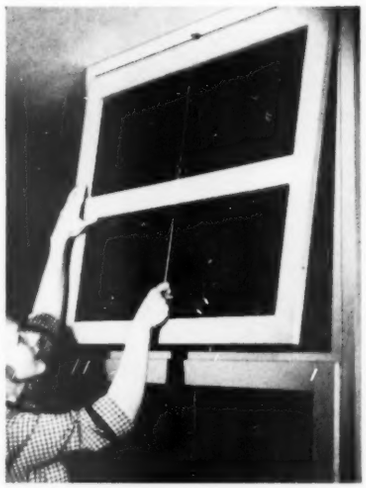
You have a home for all these: an ironing board, iron (in a fireproof rack, top of divider), a sewing-machine case, unfinished garments.

If your machine is larger or the ironing board smaller than the ones we've allowed for, measure yours and make indicated changes.

Or you might store your sewing-machine case on the other side of the cabinet.

sewing center

Begins on page 117



The frame legs of cutting table fold, are locked in place with a ¼-inch brass rod, catch, and spring.

Central rod holds table up; rod fits into small catch at top of the cabinet, and ends with small spring at the bottom of top panel.

To release table, just pull down on upper rod (bottom rod is for ornament only). Be sure to support the table as it comes down.

Your fabrics can be stowed away on window-shade rollers! Rolled this way, fabric "irons" out its own wrinkles, needs no pressing.

You can use cellophane tape to attach end of the material. The window-shade fixtures make it easy to detach rollers when you use the fabric you've selected.

Shallow shelves hold sewing needs; top two are adjustable. Behind shelves is plenty of storage space.

Your file of patterns and instruction books is easy to find stored in the slots on the two doors in lower part of this cabinet. Wonderful advantage: The doors swing out so you can get to patterns even when the table is down. The cabinet space into which these door racks fit is just enough for clearance—in the rear is generous storage area

More on next page

of All refrigerator-freezers . . .

only the new

Manitowoc 2-zone

gives you all this . . .

Spacious 10-foot refrigerator on top. No stooping or bending, and there's a bigger crisper, more tall-bottle space than in any other refrigerator-freezer.

Ultra-high humidity that's unexcelled. Keeps even unwrapped foods from drying out. Family fare stays moist and fresh for days and days.

Self-defrosting — so automatic you'll never touch it!

Big 11½-foot freezer — holds enough food for over 100 meals . . . more than any other combination.

Quick-freeze easily — Just turn a dial to go from zero storage temperature to 20° below zero. Insist on this feature; without it you don't have a true freezer.

Only Manitowoc, first with the family-size combination, offers such outstanding value plus the convenience and economy of double-door design. When you look for *your* next refrigerator, look for a 2-ZONE . . . more capacity, more convenience than any other.

Takes only 30x36 inches of floor space

MANITOWOC EQUIPMENT WORKS, Dept. B9
Manitowoc, Wisconsin

Please send descriptive literature and planning folder on the 2-ZONE.

Name .....

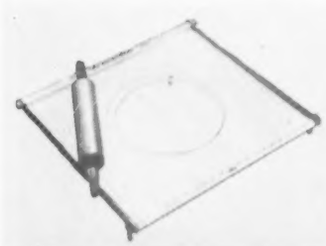
Address .....

City ..... State .....

YOU, TOO, CAN HAVE THESE BAKING AIDS

BY Foley®

OFFICIAL EQUIPMENT AT **Pillsbury's** GRAND NATIONAL BAKE-OFF



FOLEY ROLLING PIN and PASTRYFRAME

Dough will not stick on pre-shrunk pastry cloth. Stays flat. **Foley Pastryframe** $1.98

Ball-bearing action on rolling pin makes rolling dough quick, easy. **Foley Ball-bearing Rolling Pin** $1.98

FOLEY SIFTERS—sift swiftly!

1-cup sifter. Sifts right into measuring cup without scattering flour ..... $ .89

5-cup sifter. Sifts large quantities so quickly! Comes apart to wash $1.59

MAKE CRUMB CRUSTS FASTER WITH FOOD MILL BY Foley

FOOD MILL also mashes potatoes, makes applesauce without coring or peeling apples. Purées vegetables. Sieves fruits. A daily time-saver.

FOOD MILL $2.19

Send for color folder illustrating new time-saving Foley Kitchen Equipment. Foley Mfg. Co., 3227 5th St. N.E., Minneapolis 18, Minnesota.

IT'S EASIER WITH Foley®

Ask for Foley at Department, Hardware, Chain, Food Stores

Double-duty sewing center

Continued from preceding page

Left side of cabinet is perfect place to keep bulky toys, typewriter, games. Two bottom shelves make it easy for younger members of the family to put away their things. Divide stack of drawers (really a stand-up desk) so each person has one. Name plates make it personal.

You will probably want to keep scraps of fabric in your drawer; Dad can use his for maps, sports paraphernalia, instruction books.

Occasionally used things like a movie projector or extra blankets and pillows can be housed on shelves above drawer space. The two top shelves go all the way across to the other side to accommodate longies, as projector screen, fishing rod and reel, floor plans, or extra bolts of fabric—you can reach in from left or right of the cabinet

How-to for making cabinet, page 130

Guaranteed by Good Housekeeping

Here's a Secret We'll Share With You

It's the secret of the home-made goodness in Sexton preserves and jellies: *we cook the finest fruits in small batches and extra s-l-o-w-l-y.* "Just like mother used to make."

Preserves and jellies are the pride of Sexton Sunshine Kitchens. Let them be the pride of your own table.

At better grocers.

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John Sexton & Co., Sexton Square, Chicago, Ill.

KEYSTONE MUSHROOMS

Pick up your dinners with low-calorie

KEYSTONE MUSHROOMS

—It's the Quality Pack"

FREE! Big Recipe Booklet. Send name of your food-store to Keystone Mushroom Co., Coatesville, Pa. Fancy Mushrooms at a popular price.

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New Miracle Jelly...

CUTS OVEN GREASE *Like Magic!*

JUST SPREAD ON EASY-OFF . . . WIPE GREASE OFF . . . OVEN SHINES!

No scraping! No steel wool! No razor blades! No ammonia! Even hard-crusted, baked-on grease wipes right off, leaves oven, burners, racks, grills, walls sparkling clean! Try new Easy-Off! In 8 oz. and 16 oz. jars.

LOOK FOR FREE BRUSH ATTACHED

EASY-OFF OVEN CLEANER

Dennis Day barbecue

Begins on page 88

on the floor by the fire. That was a lesson in what guests like best—just downright friendly, easygoing hospitality which relaxes everyone.

The Days like Chinese and Polynesian food. One of Peggy's favorite company meals includes chicken fried rice (enhanced by pieces of both ham and fresh pork), chicken almond, spareribs with sweet-sour sauce, and Tahitian ice-cream sundaes. For the sundaes, she sprinkles scoops of vanilla ice cream with freshly shredded coconut, adds drama with a sauce of apricot and pineapple marmalade.

Busy as Dennis is with his new radio show and TV appearances, he takes time for back-yard barbecues and family walks. When he does have a day of leisure, he likes "just to putter around" at home. And to please him and the kiddies, Peggy cooks such favorites as the Asparagus Casserole, bubbling with cheese, given at right.

Asparagus Casserole

Dennis' and Peggy's children really go for this. So will yours—

- 2 tablespoons butter
- 2 tablespoons enriched flour
- 1½ cups milk
- 1 teaspoon salt
- Dash pepper
- 2 bunches asparagus (about 2 pounds), cooked
- 6 hard-cooked eggs, sliced
- ¼ cup grated American cheese
- ½ cup medium cracker crumbs

Melt butter, and blend in flour. Gradually stir in the milk. Cook, stirring constantly, till thick; add salt and pepper. Arrange ½ of the cooked asparagus and all the egg slices in bottom of shallow casserole. Add ½ the white sauce. Top with remaining asparagus and sauce; sprinkle with grated cheese, then with cracker crumbs. Bake in moderate oven (350°) 30 to 40 minutes. Makes 6 servings.

Fruit pies! M-m!

Continued from page 115

pieplate. Bake in slow oven (325°) 50 minutes. Cool 20 minutes. Meanwhile, beat together sour cream, 3 tablespoons sugar, and vanilla; spoon over top of pie. Return pie to oven and bake 15 minutes. Cool to room temperature. Place pear halves cut side down on pie, pour Strawberry Glaze over. (This dessert is best served at room temperature. Refrigerate if held.) Makes 6 servings.

**It's important to use commercially soured cream.*

Strawberry Glaze

- 1 10-ounce package frozen strawberries
- ½ cup sugar
- 1½ tablespoons cornstarch

Thaw the strawberries and sieve. Combine the sugar and cornstarch; stir into strawberries. Cook until thick and clear, stirring constantly. Cool slightly and pour over pears on Glazed-pear Cheese Pie.

Spiced Peach Pie

The peekaboo lattice top gives a preview of the luscious filling—

- ¾ cup granulated sugar
- ¼ cup brown sugar
- 2 to 3 tablespoons enriched flour
- Dash salt
- ½ teaspoon cinnamon
- ½ teaspoon nutmeg
- ¼ teaspoon cloves
- 2 drops almond extract
- 1 teaspoon grated lemon peel
- 5 cups fresh sliced peaches
- 2 tablespoons lemon juice
- 2 tablespoons butter or margarine
- 1 recipe Plain Pastry

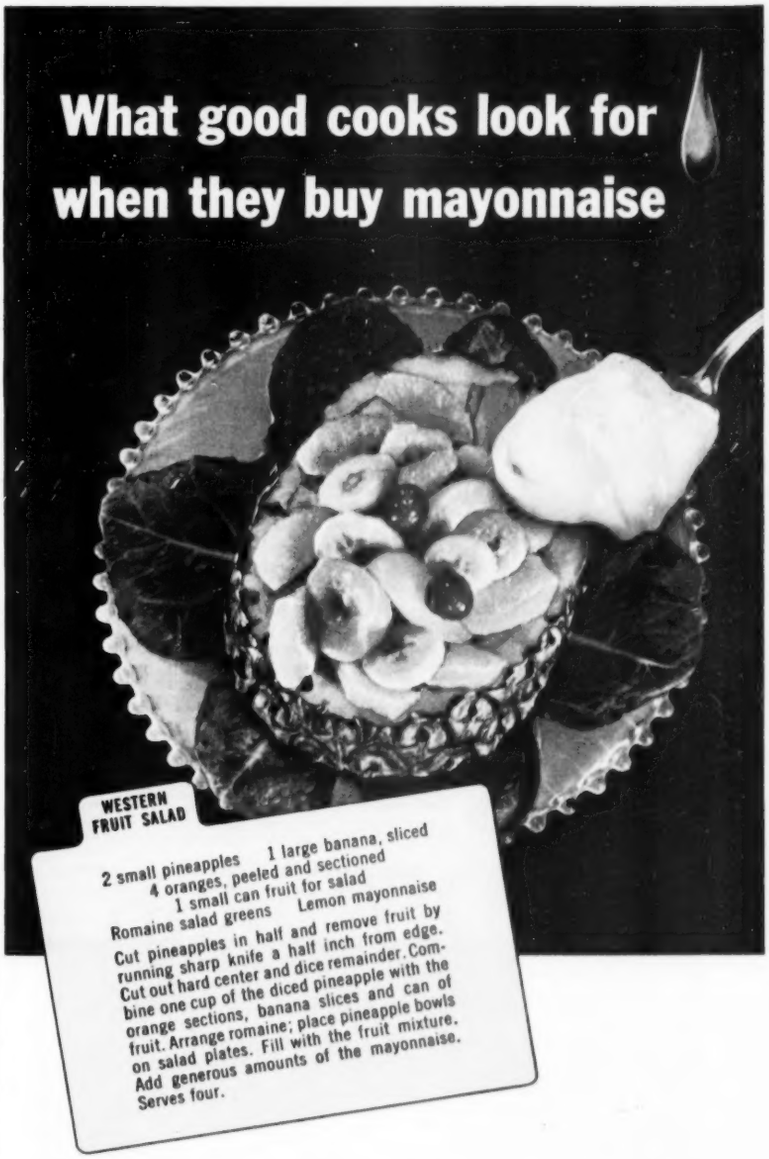
Mix sugars, flour, salt, spices, almond extract, and lemon peel. Alternate layers of sugar mixture and peaches in 9-inch pastry-lined pieplate. Sprinkle with lemon juice; dot with butter. Top with lattice crust. Bake in hot oven (400°) about 45 minutes. Serve warm. **Lattice crust:** Cut strips of dough about ½ inch wide with pastry wheel or knife. Lay lengthwise strips on top of filled pie at ½-inch intervals. Fold back alternate lengthwise strips to help you weave crosswise strips over and under. Trim ends, letting them extend to outer rim. Dampen edge of bottom crust and fold over ends of lattice; seal. Crimp edges.

Plain Pastry

- 1½ cups sifted enriched flour
- ½ teaspoon salt
- ½ cup shortening
- 4 to 5 tablespoons cold water

Sift together flour and salt. Cut in shortening with pastry-blender or blending fork till pieces are the size of small peas. Sprinkle 1 tablespoon of the water over part of mixture. Gently toss with fork; push to one side of bowl. Sprinkle next tablespoon water over dry part; mix lightly; push to moistened part at side. Repeat till all is moistened. Gather up with fingers; form into ball. Let stand several minutes. For double-crust pie, divide dough for lower and upper crust. Form each into ball. Flatten ball slightly and roll ⅛ inch thick on lightly floured surface. If edges split, pinch together. Always roll from center out to edge. Use light strokes. Makes enough pastry for one 8- or 9-inch double-crust pie or 4 to 6 tart shells.

What good cooks look for when they buy mayonnaise



They choose a brand made with lemon juice—for three very good reasons.

You know what a wonder lemon juice is at perking up the flavor of soups and salads, meat and fish dishes. Gives so *many* everyday foods that Sunday dinner allure! And because lemon juice works its flavor magic in mayonnaise too, you'll find it a basic part of the *best* brands your grocer carries.

Lemon juice adds health values to mayonnaise too—provides a valuable source of vitamin C. And it even helps keep mayonnaise fresh by countering oxidation and off-flavoring.

More and more food processors are finding that lemon juice works the same flavor magic for baby foods, canned fruit, fruit cocktail, and tomato aspic.

For flavor, for freshness and for health—see to it that the brands *you* buy contain lemon juice.

The best mayonnaise is made with

A concentrated California lemon juice for the manufacturers of fine foods and beverages.

Exchange LEMON JUICE

How to Wrap Meats for Freezing

To Preserve ALL The Natural Flavor and Juicy Tenderness

LOOK FOR THIS . . .

. . . AND THIS

Rolls are 15, 18, 24 inches wide.

Start with good meat, wrap and seal tightly to shut out air. Follow freezer manufacturer's temperature recommendations. Don't store too long. (Date packages and use oldest first.) Do this and you'll always have good results from your home freezer or refrigerator freezer compartment.

For the wrapper, use KVP Freezer Paper. It hugs the meat, guards against moisture loss and freezer-burn. (Wrapping instructions with every box.)

KVP originated freezer paper — has kept it the leader in low-cost protection. Look for it in locker plants, retail stores, markets.

Your Guarantee of Quality KVP

Paper Maids SAVE TIME — SAVE WORK

Shelf Papers • Freezer Papers • Heavy and Fancy Waxed • KVP and Mrs. Hayward's Dusting Papers • Pie Tape • Baking Cups • Place Mats • Cookery Parchment

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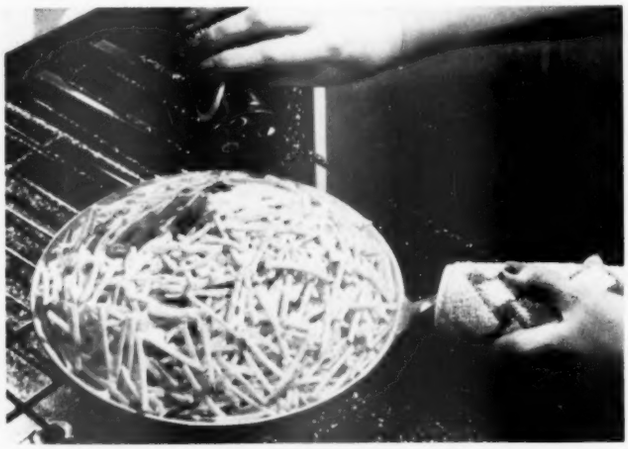
In Canada Buy KVP — APPLEFORD Paper Products

Fix these in shoestring style

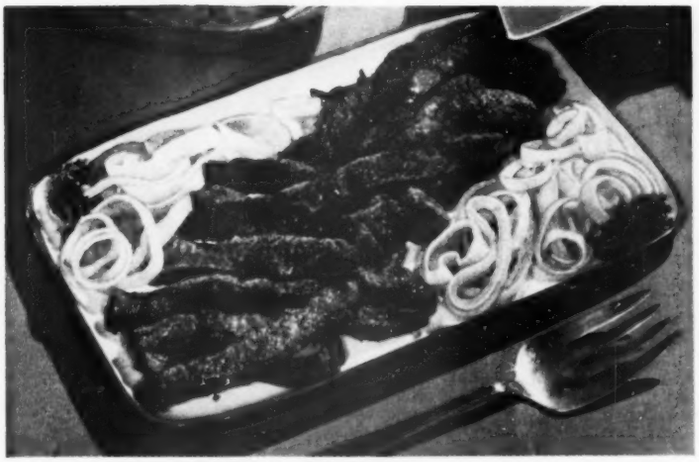
Julienne-cut beets are used in Peppy Beet Salad. Buy canned or cut them yourself. Pickle, butter, or serve sweet-sour, Harvard style

Treat meats and vegetables to a new dress. Give them the latest trim, slim line, a la shoestring. They'll taste good, be fun to eat. Look over these ideas to see a few of the ways you can live on a shoestring and enjoy it!



Here's a quickie to keep on your emergency shelf. And so convenient to serve when guests drop in unexpectedly. It's called the Nibbler's Special — once you start in, you can't stop eating!

Empty a can of shoestring potatoes into an oven-going skillet or baking dish. Sprinkle ½ cup grated Parmesan cheese over the top of potatoes and heat in a moderate oven (350°) until toasty.



When liver is fixed in this Slim Jim way, even the folks who don't ordinarily go for it will want seconds. Liver French Fries are easy to prepare. Use your handy kitchen shears to cut the liver in long narrow strips, and your electric fryer to cook it to a crispy turn. Serve this tasty dish plain or with fried onions or a spicy tomato sauce

This delicious Jackstraw Eggplant comes crisp and hot from your French fryer. The crunchy outer coat contrasts with the tender center of eggplant. For a bit of garden green, march parsley down the center of the dish. Strips are easy to serve if you use tongs. How about scalloped ham and potatoes or shrimp salad for the main dish?

Photographs: Nelson, Photography, Inc.; Bowman; Stanley

Here's a hearty one-dish meal—Shoestring Chef's Salad—the whole family will vote for. Strips of tender meat and crisp-cooked vegetables are combined in this salad bowl. Center's an egg-slice ring.

Help yourself to some of each food, then top off your serving with your own favorite oil and vinegar mix. Appetites of everyone will soar on any occasion at the sight of this refreshing autumn salad.

More on page 125

BRILLIANT cooking combination . . . YOU and your

HARDWICK 75

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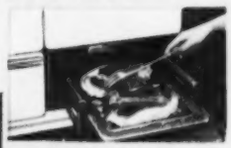
ECONOTROL TOP BURNERS
3 burners in 1! High flame for quick boiling; click to controlled boiling heat (NO boil-overs); click again to keep-warm heat!

BALANCED-HEAT OVEN
EquaFlo Burner provides the absolute same temperatures throughout the roomy oven. Bakes cakes identically without peeking, turning or reshuffling!



SMOKE-PROOF BROILING
EquaFlo char-broils a broilerful of meat, browns edges of steaks or chops just like the center, with no smoke at all!

You'll win a reputation as cook *extraordinary* with this feature-studded HARDWICK 75, triumph of HARDWICK'S 75 years of making gas ranges that cook better and look better.

SAFE! Your HARDWICK 75's top burners and oven light instantly, automatically, from a pin-point pilot so small it can't heat the range. But no gas can escape ever, for Super EconoMatic automatically cuts off gas supply to top burners or oven if pilot is extinguished.

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FEEL LIKE THE *Last Rose of Summer?*

IT'S STILL *hours* before bedtime. There's still a husband to welcome home... dinner to make... kids to tuck away. And you're *wilted.* Your arms are so tired they feel ready to fall off... your spine is sagging ... your feet are dragging. How in the world can you ever come to life again?

Sink down between the cradling arms of a BarcaLounger. Discover relaxing, refreshing magic that no other chair can give! Lean back, and the BarcaLounger adjusts instantly to any position you want, supporting your back and lifting your feet. The sudden, delicious *freedom* you feel is Barcalo's patented, improved "Floating Comfort." In as little as 15 minutes, it helps you feel fresh as a morning daisy.

The BarcaLounger is a fine piece of furniture, hand-crafted with painstaking care. You can choose any covering you want from Barcalo's "library" of fine fabrics. Write for FREE booklets and the name of your nearest dealer. Barcalo Manufacturing Company, Department 9-B, Buffalo 4, New York.

RELAX IN A BarcaLounger PATENTED

What size chair do you wear? The BarcaLounger is built for talls, mediums and shorts. Be sure *you* get a correct fit! Look for the BarcaLounger nameplate under the foot-rest. Copr. 1954, Barcalo Mfg. Co.

Model W250-S-1 BarcaLounger is covered in metallic-threaded boucle. It's a handsome chair you'll be proud to have anywhere in the house: living room, bedroom or den.

Model 275-R-1 BarcaLounger in Luggage Tan genuine top-grain leather. It's the perfect chair for Dad's office, den or library. Also in many other smart colors and coverings.

New Patented Model 515 Traditional Series BarcaLounger in striking floral matelasse. Available in other lovely fabrics. Adjustable head-pillow same as Model 520.

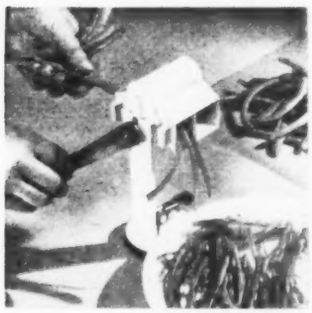
New Patented Model 520 Modern. (Also pictured above) Covered in Toast textured tweed with biscuit-tufted seat and back. Adjustable head-pillow flips out of sight when not in use.

Fix these in shoestring style

Begins on page 122

It's easy to make shoestring potatoes with French knife. Cut the potatoes in ¼-inch lengthwise slices, then in strips, ¼ inch wide. For speed, stack several slices and cut

This handy kitchen gadget works with lightning speed, just like vegetable parer. Cut potato in half, then run cutter along cut surface. Keep potatoes in salted water till used



"Shoestringing" vegetables has become mechanized, too. This kitchen tool shreds green beans, potatoes, or carrots, and shells peas. Suction cup fastens it securely to table top

Chefs use this slicing board for shredding and cutting, too. Adjust blade to any width slice you desire. You can shred vegetables fine for salads, or more coarsely for cooking

Jackstraw Eggplant

Here's eggplant at its tastiest best, with a crunchy coating—

Cut eggplant in half; pare. Slice ½ inch thick. Cut slices in ½-inch strips. Dip strips in Batter. Drain well on wire rack. Fry in deep, hot fat (375°) 2 to 5 minutes. Drain on paper towels. Season. Serve hot. Makes 6 servings. **Batter:** Mix 1 cup sifted enriched flour and ½ teaspoon salt. Combine 1 slightly beaten egg, 1 cup milk, and 1 tablespoon melted shortening; add gradually to flour mixture; beat till smooth.

Shoestring Chef's Salad

Pretty assortment of meats and vegetables. Fix ahead, then assemble—

- 1 cup cooked or canned whole green beans, drained
- 1 cup cooked carrot strips, drained
- 1 cup cooked or canned peas, drained
- ½ cup French dressing
- 1 head lettuce
- 1 cup celery strips
- 1 cup cooked ham, cut in strips
- 1 12-ounce can luncheon meat, cut in strips
- 2 hard-cooked eggs, sliced

Marinate cooked vegetables in French dressing in refrigerator 2 hours. Place lettuce cups in a shallow bowl around a center of shredded lettuce. Radiate strips of meat and vegetables in lettuce cups from center. Fill in with mounds of peas. Center with egg slices. Makes 8 to 10 servings.

Savory Shoestring Potatoes

A delicious, quickie way to fix potatoes—

- 2 cups potatoes (2 medium), cut in strips ¼ inch wide
- • • •
- ¼ cup chopped onion
- 2 tablespoons butter or margarine
- 2 tablespoons enriched flour
- 1 cup milk
- 1 teaspoon seasoned salt
- Dash pepper
- ½ cup grated sharp process American cheese

Cook potatoes in unsalted boiling water just until tender; drain. Meanwhile make **Savory Sauce:** Cook onion in butter until tender but not brown. Blend in flour; gradually add milk, salt, and pepper. Cook, stirring constantly, till thick. Pour sauce over potatoes; top with cheese. Makes 4 servings.

Peppy Beet Salad

You'll like the blend of spices—

- 1 No. 2 can (2½ cups) julienne-cut beets
- ½ to 1 cup vinegar
- ½ teaspoon cloves
- ½ teaspoon allspice
- ½ teaspoon cinnamon
- • • •
- ¼ cup pickle relish
- 2 tablespoons chopped onion

Drain beets, reserving liquid. Add enough water to the liquid to make 1 cup; add vinegar and spices; bring to a boil. Add beets; remove from heat. Chill beets in liquid. To serve, drain; add relish and onion to beets. Mix well. Serve in lettuce cups and garnish with onion rings. Makes 4 servings.

[*Turn to page 188*

Want a kitchen that sings of beauty and leisure and happy hours ahead? Then see Kitchen Maid—the kitchen that's different in so many wonderful ways. Different in styling, in structure and value, and full of work-saving features like these new laundry aids. You'll love every minute you spend in a Kitchen Maid. Built of hardwood, of course, and finished in any of six lovely colors, white or NATURAL. See your Kitchen Maid dealer soon. He will plan your kitchen to your taste and your budget. Write for booklet.

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149 Snowden Street, Andrews, Ind.
Please send colorful planning booklet "Kitchens That Sing" showing 6 model kitchens. Enclosed is 25 cents for handling.
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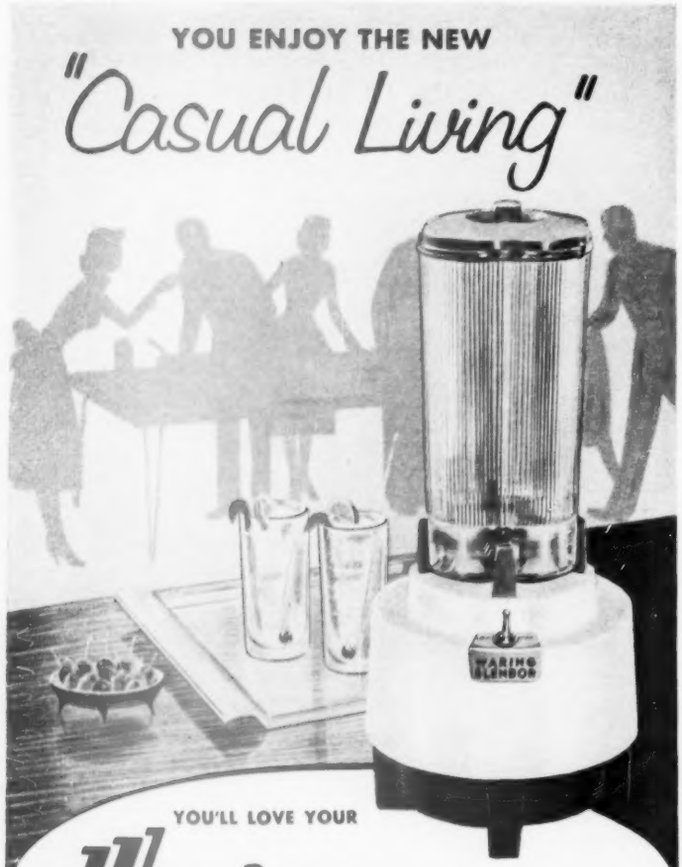

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Cooky bars for

Mother has a friend in cooky bars—easy to make, easy to serve, easy to eat! Test them out on the family tonight.

By Mary K. Farnen

Almond-Coconut Cookies—a favorite with the younger set. They are not too rich and not too sweet—just right for the children's diet. Crunchy bits of almonds and coconut add to the delicate flavor. Next time you entertain the members of the latest generation, you can serve these cookies with dishes of ice cream and big mugs of cold milk

Can't beat Date-filled Bars for popularity! Top and bottom of these cookies are a buttery rolled-oats mixture. Bake a double batch and freeze some for later on. These bars are good ones to pack for mailing because they stay nice and moist; leave them uncut in baking pan. There's one hitch to Date-filled Bars—they'll disappear all too fast!

your cooky jar

Take your choice from this double-decker plate of sweet treats. Up top you see rich, butterscotch-flavored Blonde Brownies; date slivers add tasty trim. Below are Chocolate Brownies topped with Fudge Frosting. This light and dark duet is just the thing for afternoon refreshments with steaming cups of coffee or to pack in lunch box

Photographs: Nelson, Photography, Inc.

Goody, goody gumdrop! Colorful bits of candy peek through the edges of these Gumdrop Diamonds. They're real sweet-tooth tempters that will send you to the head of the class as far as the kiddies are concerned. Nice to serve at teatime, too. Recipe's an extra-easy one

More on page 134

YOU WILL ENJOY your kitchen beyond all expectations when you build or remodel with the popular-priced Thermador. Plan separate, step-saving cooking, baking and serving centers. No bending or heavy lifting: automatic oven easily installed in cabinet space at your own waist level. Keep meals and dishes warm with the versatile warming drawer.

Notice how much storage space you can have with Thermador... and MORE *counter space around the cool, electric cooking top. Shown, too, is Norrisware, Norris-Thermador's new stainless steel cookware with thick copper bottoms, and the exclusive Norrisware Vapor Seal Rims.*

Easy-to-clean, stainless steel Thermador Bilt-ins blend handsomely with wood, tile, brick, and metal—*whatever* your favorite material may be. Choose the perfect cooking top for your needs from a wide selection—with or without griddle or deep-well cooker. Write for pictorial catalogue!

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the first and finest
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You can't *see* a Chase Copper Tube Radiant Heating system. There are no radiators... no dusty registers. But you can feel the difference in *draft-free, even* heat.

Hidden in the ceiling, or under the floor, coils of Chase Copper Tube radiate heat to blanket your home with uniform warmth.

No worry about leaks either. Chase Copper Tube and Chase Solder-Joint Fittings resist corrosion—*simply can't clog with rust.*

Every Chase wholesaler will be glad to work with your architect, builder, and heating contractor to provide your new home with this *modern, efficient* heating system.

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Copper adds extra value to any home

Chase Copper Water Tube gives years of worry-free service, in hot and cold water lines, too. It can't clog with rust... provides a full flow of clear, clean water.

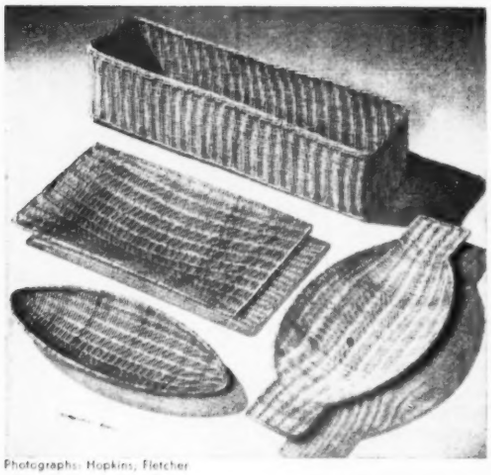
Corrosion-resistant Chase copper, in flashing, gutters, and downspouts, helps keep roof and walls snug and weatherproof. It lasts for years, saves on replacement.

For ease in outdoor eating...

Summer is the season for relaxation—the time to make the most of leisure hours. Your best investment in warm-weather enjoyment is to use practical accessories that make entertaining a pleasure for the hostess, add glamour to outdoor living

By Margo Garrity

Let the man of the house be chef in his own back yard with these barbecue carts. Cutting boards provide work surface next to firebox. The storage shelves are ideal for cold drinks, dishes, cooking utensils



Photographs: Hopkins, Fletcher

Here are baskets for every purpose. Planter basket is 5x21½x5 inches. The tray basket, center, measures 9¼x16 inches. Basket, right, is 8¼x20 inches. Oval-shaped basket serves as a container for fruits, flowers

Plastic bowl, measuring 24 inches in diameter, stands 11½ inches high. Simplicity of the real-leaf design is lovely on the laminated, white bowl. The legs are brass, and you can easily detach them from the bowl

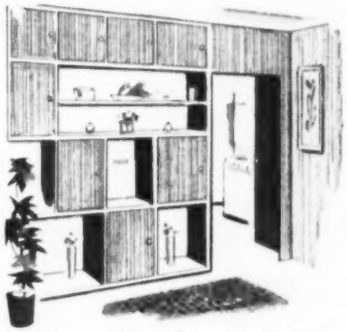
Colorful camp stools have canvas seats of red, yellow, green, or blue. Use the table barbecue for charcoal-broiling canapes, sausages, chops, or steaks. The clay brazier, left, stands 12½ inches high. Firebox is 15 inches in diameter

upson

model home ideas

Like a new hat, new walls and ceilings do so much for the spirit. With Upson Panels you can do the job inexpensively and add lasting beauty to your home.

A kitchen always needs more room. And Upson out-does itself with Peg-it Panels. Holes in panels take strong wire hooks, make ordinary wall space like a cabinet. Smart looking, too. Pots and pans, bright and gleaming, within easy reach. Use Upson Peg-it Panels for cabinet doors, too. *Coupon brings details.*



Mealtime fun. Who wouldn't be happy in a beautiful dining room like this? With Upson Striated Panels for walls, we mean. Upson Striated Panels are fresh, new, beautiful. Forever crack-proof, too. Easy to paint. Note how Upson Striated Panels are used on cabinet doors, also. *Get free details. Mail coupon.*

Upson Strong-Bilt Panels are used exclusively on the walls of

THE "Pacemaker" BY National HOMES

In your neighborhood—watch for announcement of Fall Showing, September 11th.

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walls and ceilings

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in your home, use

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**Approximate Retail Prices*

Insist on the brand name OXCO for your assurance of top quality in brushes. You'll find OXCO brushes at most any hardware or housewares counter.

OXCO BRUSHES

OX FIBRE BRUSH COMPANY, INC.
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Refrigerator cleanup tips

Whatever style your refrigerator, wash the food compartment every week; keep it sparkling clean.

Defrost when ice is ¼ inch thick. If freezing section defrosts automatically, wash interior monthly.

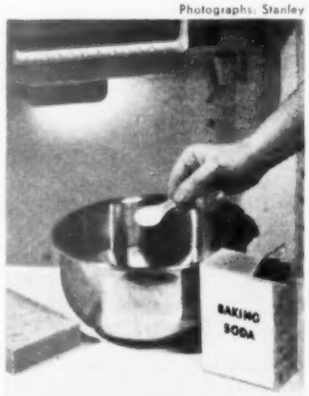
But if frozen-food compartment holds zero-range cold like a freezer, gently scrape off excess frost. Defrost once or twice a year.

Quick defrosting. Unless you have a refrigerator that defrosts automatically, use hot (not boiling) water to melt away ice in a hurry.

Better pour the water into a pan rather than ice-cube trays. Hot water could ruin an antistick finish.

To keep packages of frozen food from thawing, wrap in newspapers.

Photographs: Stanley



Inside job. Wipe up spills pronto. Take out everything once a week.

Wash inside of refrigerator with sudsy water. A soda-water rinse (3 or 4 teaspoons baking soda in a quart of warm water) will help to prevent any unwanted odors.

Whenever you plan to be away longer than a few weeks, pull plug. On gas-operated refrigerators, also shut off the gas. Leave refrigerator clean and empty with the door ajar.

More on page 228

DEMING WATER SYSTEM

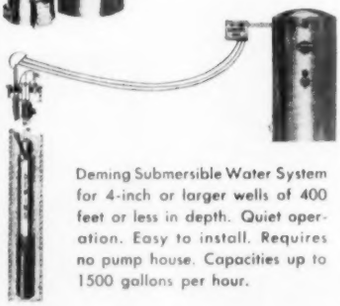
Running Water **is unmatched as a time and work-saver! Put it to work for you and your family! It costs so little when you own a dependable DEMING Automatic Water System.**

Todays Top Values

Deming "MINIJET" — a complete, packaged water system for shallow and deep wells. Capacities up to 660 gallons per hour.

Deming "CUSHIONETTE" a complete packaged water system for shallow wells. Ready to hook up to well and house connections. Capacities up to 685 gallons per hour.

Deming "All-Purpose" Water System for shallow wells, deep wells, over the well or offset from well. Capacities up to 2450 gallons per hour.



Deming Submersible Water System for 4-inch or larger wells of 400 feet or less in depth. Quiet operation. Easy to install. Requires no pump house. Capacities up to 1500 gallons per hour.

Free Literature

Illustrated booklet *"How to Select Your Water System"*, and individual bulletins on any of the Deming Water Systems shown above will be sent upon request. Write to:

THE DEMING COMPANY
500 BROADWAY • SALEM, OHIO

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GREETING CARDS

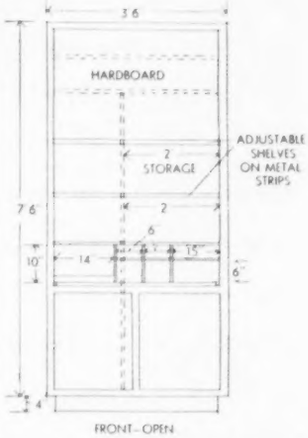
Sell the **"Sunshine Line"**; leader in religious greetings. The demand is big. Profits are big. Beautifully designed folders with dignified and meaningful sentiments. Many assortments. All fast sellers. Write for samples on approval.

TRIUMPHANT ART PUBLISHERS, Dept. 716
Anderson, Indiana or San Jose, California

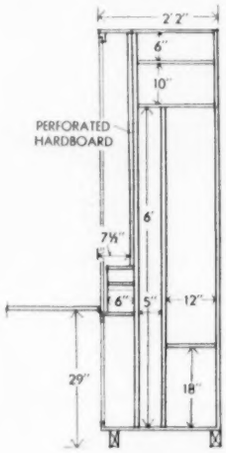
Double-duty sewing center

Continued from page 120

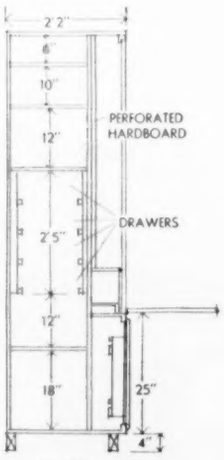
Below are exact measurements for making shelves, drawers



The broken lines represent layout of storage space behind shallow front



Place spacers between the perforated hardboard and back wall of front



Plan shows room for four drawers. Make more or less, as you require

More on page 132

RUTLAND REPAIR PRODUCTS MAKE ALL THESE JOBS EASY

Rutland Repair Products have been tested and OK'd by professional users for years—but are so easy to apply that home owners can be sure of good results.

Stop roof leaks with Rutland No. 4 Roof Cement. Apply with trowel or knife.

Set window glass and replace old worn-out putty with Rutland Glazing Compound. Apply with knife. Easy to use.

Resurface old metal or paper roofs with Rutland No-Tar-In Roof Coating. Apply with stiff brush.

Repair broken plaster with Rutland Patching Plaster. Add water. Apply with knife.

Repair cracks in walls—resurface dented or rough-grained woodwork with Rutland Kex. Mix with water. Apply with knife.

Repair breaks in cement walks, steps, driveways, etc. with Rutland Concrete Patcher. Add water. Apply with trowel.

Repair air leaks around furnace with Rutland Furnace Cement. Apply with knife.

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RUTLAND, VERMONT

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because my automatic NECCHI does everything!

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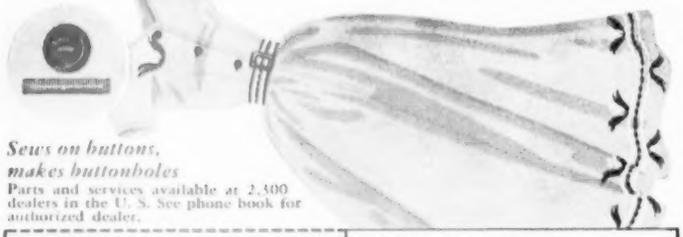
You can't afford to buy any sewing machine until you have tried and compared the "does everything" automatic Necchi. There is a Necchi to suit your budget; straight stitch model BC is only **$98.95**

Monograms

automatic

NECCHI

with the Wonder Wheel



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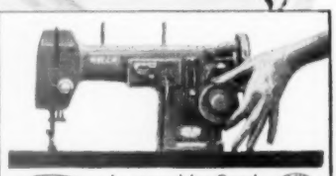
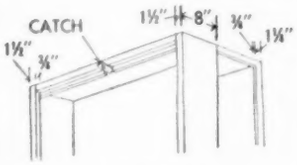


Approved by Good Housekeeping and U. S. Testing Bureau.

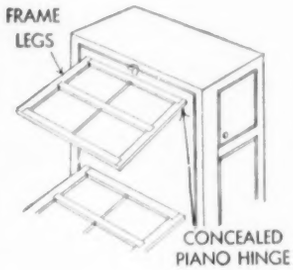
© 1954 Necchi Sewing Machine Sales Corp.

Double-duty sewing center

Continued from page 130



CATCH AND TRIM DETAIL



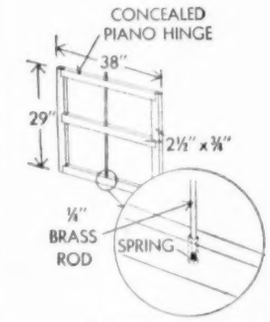
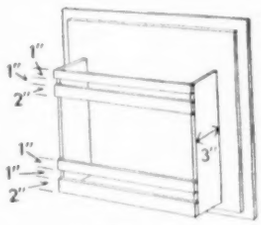


TABLE LEG AND CATCH DETAIL

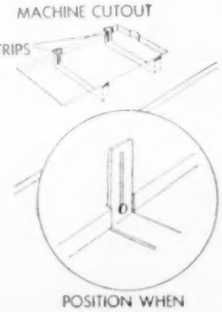


MAGAZINE AND PATTERN RACK

POSITION WHEN TABLE IS OPEN—TO RECEIVE MACHINE OR BOARD INSET

MACHINE CUTOUT

1" METAL STRIPS



POSITION WHEN TABLE IS UP

Best HAMBURGER I ever ate!

Pan-broiled it myself . . . in SALT (sprinkled to cover bottom of pan) instead of fat. Mixed the meat with chopped onion, a little water and some Lea & Perrins Worcestershire. Good? Bro-ther!

LEA & PERRINS THE ORIGINAL WORCESTERSHIRE SAUCE

FREE! Recipe Book, "Dishes Men Like." Write Lea & Perrins, Inc., 241 West St., New York 13, New York, Dept. B9.

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HOW TO TAKE THE CHILL OFF MODERN ROOMS

It's so easy now to make them liveable. The secret is new *trimmed and pasted* Imperial *Washable* Wallpapers—and you can do it yourself! *See Page* **27.**

Money for your recipes

Prizes for cheese dishes, pineapple specials

GET ON THE BANDWAGON and try for a prize, with your favorite cheese main dish or your best pineapple special. If you are chosen Cook-of-the-Month, you will be mailed $20. The 20 other winners will receive $5 each. Eight of the winning recipes will be pictured in the Prize Tested Recipes pages next April. And remember, the winners of these 21 prizes will receive the *Better Homes & Gardens* Certificate of Endorsement and six copies of the endorsed recipe.

Hints to help you

Cheese main dishes. What's your favorite made with cheese? Is it a casserole, chafing-dish concoction, or some outstanding egg dish? Do you use American, cottage, cream, Swiss, blue, Edam, or one or more of the Italian-type cheeses? Whatever your recipe, send it along. Suggestions:

cheeseburgers
cheese omelet
shrimp with cheese sauce
Welsh rabbit
pizza and cheese
cheese fondue
macaroni and cheese
cheese soufflé
lasagna
cheese strata

Pineapple specials. We'd like to see the recipe that brings your best rave notices. It may be for a dessert—baked, gelatin, or frozen—a salad, pie, cake, bread, punch, or appetizer. You might make it with crushed pineapple, with slices, tidbits, chunks, spears—canned, fresh, or frozen. Ideas:

fruit-salad plate
meringue pie
tropical punch
jellied salad
tuna casserole
upside-down cake
sweet and sour spareribs
nut bread
fruited chicken salad

This month's winners

(*See recipes on pages 99 and 100*)

Cook-of-the-Month
Mrs. John B. Wyrill, Kirwin, Kansas

Other Winners

Mrs. James C. Andrews, Charlottesville, Va.
Mrs. Frank Brogni, River Forest, Ill.
Mrs. R. W. Fenton, Great Falls, Mont.
Mrs. William C. Fox, Bolivar, Mo.
Mrs. Edward Hill, Centralia, Wash.
Theresa M. Lessmeister, Peru, Ill.
Mrs. W. M. Sullivan, Lawton, Okla.
Betty Toles, Colorado Springs, Colo.

Honor Roll

Mrs. James W. Boyd, Wichita, Kans.
Mrs. Wesley Bragg, Port Huron, Mich.
Mrs. Doyle Daggett, Scottsbluff, Nebr.
Mrs. Frank Gepfrich, Fort Lauderdale, Fla.
Mrs. Stanley Haste, East Walpole, Mass.
Mrs. Mary W. Kennedy, Hazleton, Pa.
Mrs. Craig McRady, Lewisburg, Tenn.
Lillian P. Nelson, Minneapolis, Minn.
Mrs. William Reeder, El Centro, Calif.
Mrs. Theodore Scharr, Greggton, Tex.
Mrs. Audrey E. Smith, Dayton, Ohio
Mrs. John Tinivell, Havertown, Pa.

Contest rules

1. Write your recipe clearly on one side of the paper. Send but one recipe at a time, and mark it "April Cheese Main Dishes" or "April Pineapple Specials."
2. Print your full name and address in upper right corner of paper.
3. Give measurements in *level* cups, tablespoons, teaspoons—never in heaping or scant measurements.
4. Be sure to specify in your recipe the brand names of the *nationally* known food products you use as ingredients—products available everywhere. We must know them so we can test your recipe with the same brands you use.
5. Include 50 to 100 words about the origin of the recipe you submit.
6. Recipes submitted become property of *Better Homes & Gardens*.
7. Entries must be postmarked by midnight, September 30.
8. Address the recipes you enter to 5409 Tasting-Test Kitchen, *Better Homes & Gardens*, Des Moines 3, Iowa.

Wife-Saver!

suburban

No wonder Suburban is the fastest growing range in America . . . you'll enjoy a completely new type of kitchen freedom with these superior built-in features! As many ovens and as many cooking tops as you wish — placed wherever it suits your convenience best, saves you the most time, steps and work. No more stooping, no more "peeking", no more cooking guesswork — and lots more storage space! Suburban's smart, advanced design fits standard or custom-built cabinets . . . blends beautifully with bricked-in settings, tile, wood or metal cabinets. Choose from stainless steel or six beautiful porcelain enamel finishes. Brighten your daily living with Suburban, priced at no more than quality conventional ranges — A.G.A. approved for city and L.P. gases.

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Get the home comfort you've dreamed of with gas space heaters and wall furnaces equipped with Robertshaw-Grayson UNITROL. They make you master of your comfort. UNITROL gives automatic temperature control; also shuts off gas to both pilot light and main burner should the pilot go out. Look for the dependable Robertshaw-Grayson UNITROL when you buy.

Mr Controls is the Robertshaw-Grayson heat control on modern water heaters. Turns the heat "On" and "Off" automatically! Provides **Hot** water 'round-the-clock.

Mr Controls is the Robertshaw control on gas and electric ranges. It does the "watching" for you automatically! Maintains that "just right" temperature.

Mr Controls

Robertshaw-Fulton CONTROLS COMPANY

Robertshaw Thermostat Div. Grayson Controls Div. Fulton Sylphon Div. American Thermometer Div. Anaheim Div. Bridgeport Thermostat Div. Fielden Instrument Div.

Cooky bars for your cooky jar

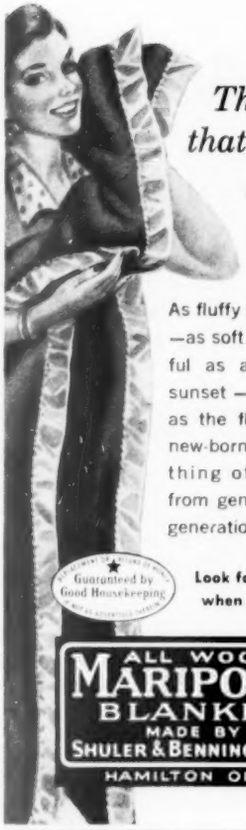
Begins on page 126

Looking for a good traveler in the cooky department? Boys and girls away at school will go for Fig Bars. To mail easily, bake in foilware pans; cool. Wrap pan and all in airtight saran wrapping. Leave uncut and let the lucky recipient cut the cookies and serve to his buddies

How-to for Apricot Bars: New version of that old favorite, oatmeal cookies. The rich oatmeal-crumb layer is spread with golden apricot jam and topped with the remaining crumbs. Easy to whip up. Let the junior miss of the family take over cooky-jar detail this week

Bake Apricot Bars in moderate oven (350°) about 35 minutes. (See recipe, next page.) Cut in squares, bars, or diamonds while still warm. Good when served toasty warm, but better be careful — the jelly filling stays hot long after the cookies are removed from the oven

Recipes on next page



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Guaranteed by Good Housekeeping

Look for this label when shopping.

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You'll enjoy the convenience of a Better Homes & Gardens *subscription — and it will save you money.*

JOLLY TIME ALWAYS POPS BEST POP CORN

FREE-200 Decorating Ideas

Full color pictures... 56 idea-filled pages of unusual candles for talked-about table and room accents.

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Clip and Mail While Supply Lasts!

Emkay Candles, Dept. B-954, Syracuse 1, N.Y.
Send free 56-page "Candle Wonderland" Book.

Name.....
(Please print)

Address.....

City.....State.....

Almond-Coconut Squares

Good and chewy—

- ⅓ cup butter or margarine
- ½ cup sugar
- 1 egg
- ¼ teaspoon almond extract
- ½ cup moist shredded coconut
- 1 cup sifted enriched flour
- ½ teaspoon salt
- 1 teaspoon baking powder
- ¼ cup slivered almonds, toasted
- ¼ cup moist shredded coconut

Thoroughly cream butter and sugar; add egg, beat well. Add almond extract and ½ cup coconut. Sift together dry ingredients; add to creamed mixture; mix well. Add nuts. Spread in greased 13x9½x2-inch pan. Sprinkle with ¼ cup coconut. Bake in moderate oven (350°) about 25 minutes. While warm, cut in squares and remove from pan. Makes about 2 dozen.

Date-filled Bars

Hearty sweet bite for after school—

- 3 cups chopped pitted dates
- ½ cup water
- ⅓ cup sugar
- ¾ cup butter or margarine
- 1 cup brown sugar
- 1¼ cups sifted enriched flour
- 1 teaspoon soda
- ½ teaspoon salt
- 1½ cups quick-cooking rolled oats

Combine dates, water, and sugar; cook over medium heat till thick, about 3 minutes, stirring to prevent sticking. Cream butter and brown sugar together. Sift flour, soda, and salt together; stir into creamed mixture. Add oats, and mix till crumbly. Pat ½ of crumb mixture in a greased 13x9½x2-inch baking pan. Spread with date mixture; top with remaining crumbs. Bake in moderate oven (375°) about 30 minutes. Cool. Cut in bars or squares. Makes about 2 dozen.

Blonde Brownies

Rich and chewy—perfect to tuck in the lunch box—

- ¼ cup butter or margarine
- 1 cup light-brown sugar
- 1 egg
- ¾ cup sifted enriched flour
- 1 teaspoon baking powder
- ½ teaspoon salt
- 1 teaspoon vanilla
- ½ cup chopped nuts

Dates

Melt butter; remove from heat; stir in brown sugar. Cool. Beat in egg. Sift together dry ingredients; stir into brown-sugar mixture. Add vanilla and nuts. Mix well. Spread in well-greased 8x8x2-inch pan. Bake in moderate oven (350°) 30 to 35 minutes. Cut in diamonds or squares. Decorate with slivers of dates. Makes about 1½ dozen.

Chocolate Brownies

Mom's rating goes sky-high when these are in the cooky jar—

- 2 1-ounce squares unsweetened chocolate
- ½ cup butter or margarine
- 1 cup sugar
- 2 eggs
- 1 teaspoon vanilla
- ½ cup sifted enriched flour
- ½ cup chopped California walnuts

Melt chocolate over hot water. Thoroughly cream butter and sugar; add eggs and beat well. Blend in melted chocolate, vanilla, and flour. Mix nuts into batter or sprinkle them over the top after batter is poured into the pan. Bake in greased 8x8x2-inch pan in slow oven (325°) about 35 minutes. Makes 12 brownies. If desired, top cooled brownies with **Fudge Frosting:** Over hot water, melt one-half 1-ounce square unsweetened chocolate and 1 tablespoon butter or margarine with 2 tablespoons milk. Add ¾ cup sifted confectioners' sugar. Beat to spreading consistency. Spread on brownies; top with walnut halves. Cut in squares.

Gumdrop Diamonds

Candy bits sparkle like jewels—

- 1 cup tiny gumdrops, sliced
- 2 cups sifted enriched flour
- 4 eggs
- 1 tablespoon cold water
- 2 cups light-brown sugar
- ¼ teaspoon salt
- 1 teaspoon cinnamon
- ½ cup chopped pecans

Sifted confectioners' sugar

Toss gumdrops in ¼ cup of the flour. Beat eggs with water; add brown sugar and beat until fluffy. Sift together remaining flour, salt, and cinnamon; stir into egg mixture. Add nuts and gumdrops. Spread in greased 15½x10½x1-inch jelly-roll pan. Bake in slow oven (325°) about 35 minutes. Cut in diamonds or squares. Roll in confectioners' sugar, if desired. Makes about 3 dozen.

Fig Cookies

If you like figs, you'll go for these tasty bars—

- 2 eggs
- 1 cup sugar
- 1 teaspoon vanilla
- ¼ cup butter or margarine, melted
- 1 cup sifted enriched flour
- 2 teaspoons baking powder
- ½ teaspoon salt
- 2 cups chopped, moist figs (1 12-ounce package)
- 1 cup chopped California walnuts

Confectioners' sugar

Beat eggs until light. Gradually add sugar; add vanilla and butter; mix well. Sift dry ingredients; add to egg mixture and mix well. Stir in figs and nuts. Bake in greased 13x9½x2-inch pan in moderate oven (350°) about 30 minutes. Cool. Sift confectioners' sugar over. Cut in bars. Makes about 2 dozen.

Apricot Bars

Surprise cooky-jar raiders with some of these sweet treats—

- 1½ cups sifted enriched flour
- 1 teaspoon baking powder
- 1 cup brown sugar
- 1½ cups quick-cooking rolled oats
- ¾ cup butter or margarine
- 1 cup apricot jam

Mix the flour, baking powder, brown sugar, and oats. Cut in butter till crumbly. Pat ⅔ of this mixture into 13x9½x2-inch baking pan. Spread with jam. Cover with remaining crumb mixture. Bake in moderate oven (350°) about 35 minutes. Cool. Cut in bars. Makes about 2 dozen.

Temperature reading

My spouse and I, each winter time
Resume our feud on indoor clime,
And there ensues a daily spat
On where to set the thermostat.
The needle's stuck, the record's old.
He says it's hot. I say it's cold.

—*Betty Isler*

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AMERICAN TRADITIONAL COLLECTION

There's a romantic story behind almost every American Traditional piece! A starting group, including a cupboard base, table and four chairs, is as low as **$344.***

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Serene and sunny in mellow knotty pine . . . that's American Traditional! This friendly and charming open stock collection of nearly eighty pieces is just right for your way of living today. American Traditional, for every room in your home, gives you abundant examples of the value, variety and versatility typical of all the famous Drexel groupings.

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*Slightly higher in the West

by Drexel

Drexel FURNITURE COMPANY, Drexel, North Carolina

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"Take it from an expert on changes"

(it's easy to switch to Janitrol gas heat)

"You'll be amazed"

. . . when you discover this easy 'formula' for real winter comfort. It's *automatic* gas heat . . . so clean, quiet and healthful. And you'll drool over the fuel and service savings!

"Just get the facts"

It's really a 'quick-change' to modern gas heat. In just one day a Janitrol Conversion Burner can be installed in your present furnace, with nothing extra to buy!

"...And what results"

Like babies, all burners are not alike . . . none can compare with Janitrol's exclusive comfort-safety features. For a demonstration call your local Janitrol dealer.*

Photography by Constance Bannister

(convert practically any type furnace or boiler)

The compact Janitrol burner fits into the ash pit of your present furnace and works equally well in either round or square fire boxes. Janitrol, the first fully-automatic gas conversion burner, is listed by the American Gas Association and approved by your local gas company.

FREE . . . A, B, C's of heating. Ask your Janitrol dealer for the "Questions and Answers" booklet, or write to Dept. P-8.*

**Janitrol dealers are listed under "Furnaces" in the yellow pages of your phone book.*

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Surface Combustion Corporation, Columbus 16, Ohio • In Canada: Alvar Simpson Ltd., Toronto 13

OIL & GAS-FIRED WINTER CONDITIONERS • SUMMER AIR CONDITIONERS
BOILERS • UNIT HEATERS • CONVERSION BURNERS

It's smart decorating to be different

You don't have to spend a lot of money to have a distinctive room. Imagination and good taste can do the job, on the smallest of budgets. Use these ideas

By Mary L. Ritter

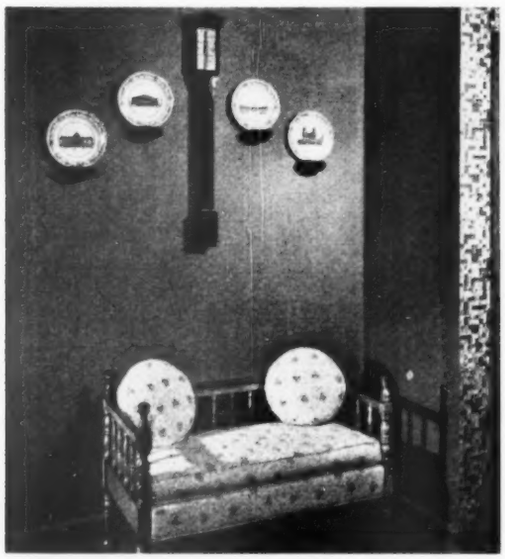
Photographs: Howland. Decorator: Martin Sirlin

For roomy buffet space, an Early American pine harvest table is used in the living-dining room. Leaf rises to provide even more serving or dining space. An antique brass scale makes an attractive planter. From the home of Alan Zashin, in Long Island, New York

Patterned frames in the grouping above were copied from design on clock frame.

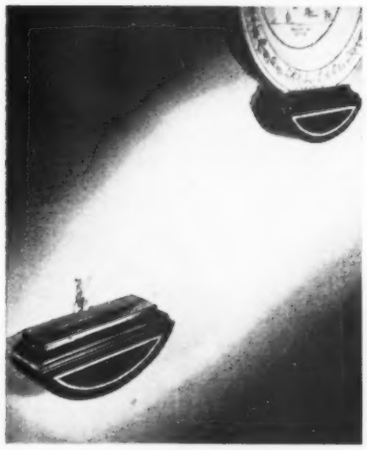
Frames are of ordinary oval molding, painted white. Leaf-vine design, painted in tones of green and cherry, repeats the room's colors.

Triangular tables in a grouping with three occassional chairs make a novel arrangement near the fireplace. Old pewter candlesticks are wired to serve as handsome lamp bases. Massive grouping of pictures adds an important look



Once a baby's crib, this smart settee shows how you can put your old furniture to new uses in your home.

One side of crib was removed and frame along front covered to match the new cushion and pillows.



Show off plates in handsome wooden brackets. Deep groove in top slants toward front. Paint, trim with gold.

Fasten flat metal eye to back, hang on picture hook.

Carpet luxury begins under your carpet

with SPONGEX carpet cushion

Your first step on Spongex is your first step to carpet luxury. Instantly, you'll notice the Spongex difference—the soft step, the quiet step to always remind you Spongex is there.

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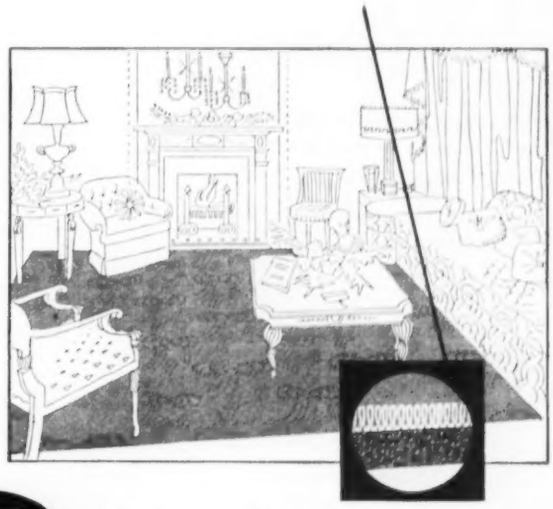
Visit your floor covering store or write us today for free Spongex samples. You'll find there's a Spongex cushion for every rug in your home.



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Costly Damage

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Phone your Terminix company

You'll find BRUCE TERMINIX under the heading "Termite Control" in the yellow pages of your phone book. If a Terminix inspection reveals termites are attacking your home, you will receive a complete report and reliable recommendations.

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Terminix

World's largest in termite control

Or write Terminix Division, E. L. Bruce Co., Memphis, Tenn.

Planting group uses glass wall to bring garden inside, and paving extends living area into garden

Are you planting for effect?

Imaginative use of shrubs and vines can accent best features of your home or garden. Here's help when you plant for effect

Planting for effect is a real challenge to your gardening skill, for there are no strict rules and no simple formulas.

Fortunately, the clean, simple lines of today's homes respond readily to plantings thoughtfully chosen and placed.

This house looks at home in its surroundings because its owner and designer, J. R. Davidson of Los Angeles, began planting with that effect in mind.

A glass wall brings the outside in, and makes the garden part of the home. He has increased this effect by planting a shrub with big leaves next to the glass, and by using big foliage plants inside.

Whether your house style is Cape Cod, Colonial, or rambling Ranch, you can call attention to its best points—by planting for effect. Use eyecatching shrubs near features you want to emphasize, then screen the views and features that don't contribute to the effect you want.

Photographs: de Gennaro

Bold-leaved shrubs and luxuriant vines add pleasing contour to otherwise stark wall, and emphasize the straight lines of the doorway. Unbalanced grouping of plants repeats informality of curving path to house. Plants by house itself increase its casual, friendly air

You can't make a mistake in furnace selection *after a half-hour with this new "build-a-furnace" picture book*

For the first time in furnace history, you can dig into the innermost details of furnace design and construction. You can see "what makes it work" — how fuel is consumed — how its heat is handled — what's good furnace construction.

Pictures on transparent sheets *show* the story. No claims, almost no words. This Armstrong "build-a-furnace" book starts with the heart of the furnace. As you turn each page, an element is added, until you have a complete furnace — right there on your table.

What should you look for in a gas burner, or an oil burner? The book *shows* you. What parts are used, and why? Again, the book *shows* you. And so on, step by step, until you *know* good furnace design.

Simple, down-to-earth, informative. Straight as an arrow, the book lifts you out of the fog of claims, counter-claims and confusion into the clarity of positive knowledge.

You *know* because you *see*.

Which of the basic furnace types will best fit your needs? Basement Model, Hi-Boy, Counterflow, or Horizontal. The book *shows* each type, suggests its uses. Points out the features *you* want, for *your* home. Stops the guessing game. *Shows*.

Who makes it? What do they know about home heating? Are they financially secure? Do they back up their product? Again, this amazing visualizer shows and tells what *you* need to know.

This is the book which "builds a furnace" right on your living-room table. A model of compact visual information, it takes you step by step through the construction of a furnace. First the basic part is seen. Then transparent sheets, each bearing an additional part, fit over the preceding sheets until the complete unit is built.

Who sells it? There's a straightforward presentation of the things you ought to expect from the local organization from which you buy.

Installation? How should a counterflow furnace be installed? What is perimeter heating? You'll *know* the answers.

It's all there. A liberal education in heating. Engineering and common-sense together, *pictured* — made clear to any home-owner.

Never before has there been such an easy way to judge and decide for yourself. Now this Armstrong "build-a-furnace" book takes all the mystery out of furnace selection. If you follow its simple path you *can't* make a mistake.

Don't buy *any* furnace or conversion burner until you've seen this picture book! Yes, it's that important . . . to *you*.

PLAN TO SEE IT

This revolutionary visualizer was produced by the Armstrong Furnace Company to help you select your furnace. Phone your local Armstrong Furnace dealer and arrange to see it. If you don't know him, drop us a card for his name. Please address Department B-5 at our plant nearest you. But be sure to *see that book*.

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ARMSTRONG FURNACE COMPANY
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WASTE KING eliminates all garbage faster, quieter. Put bones, fruit pits, parings down drain.

Protect family health. WASTE KING ends garbage storage, harmful bacteria cannot form.

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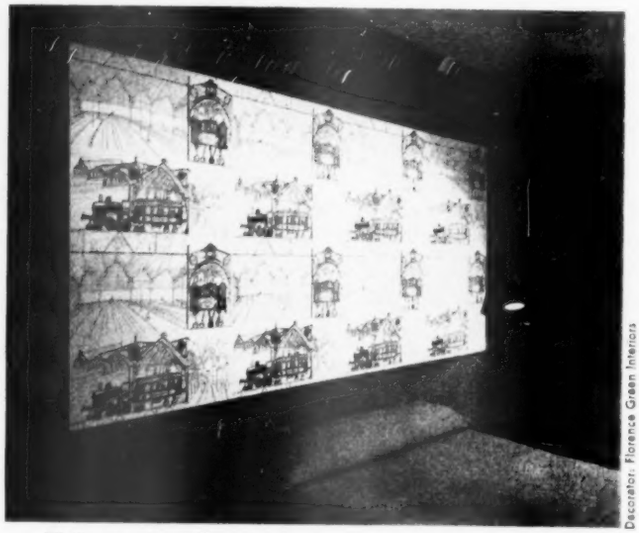
Tricks to try with

Wallpaper helps you decorate, and adds personality to any room. Papering's a snap for do-it-yourselfers, too

Frame your favorite pattern



Decorator: Florence Green Interiors

Wallpaper gives effect of a big picture in this modern bedroom, with a colored masking-tape "frame." It's a smart way to enjoy a favorite paper if you don't want a whole room of it. Choose one to reflect a hobby and go with your scheme. The Lenn Redman home, Chicago

Give your door a new face

Decorator: Robert Crosley

Tortoise-shell paper gives style to an important door. Use it on a flush door by pasting paper on, then framing it with molding. For paneled door, cut paper to fit recessed panels. The Stanley Rose home, Cincinnati

wallpaper

Showcase treament for your china

Howland

Show off fine china with complementary wallpaper background. The Provincial print is ideal used in Early American cabinet. Use patterned paper only if your dishes are fairly plain — too much pattern would destroy the pleasant effect. Stephen Gumport home, New York

Decorative boost for your bathroom

Photograph: de Gennaro, Decorator: Bob Anderson

The bathroom gets a refreshing lift from bright paper. Water-resistant paper, or a regular kind sprayed with wallpaper lacquer, seals water out, wipes clean. The Waldo Avery home, West Los Angeles

More on next page

New youthful glamour awaits your beauty zone★

with Life Bras by FORMFIT

If you are one of the 47 out of every 100 women who are dissatisfied with the bra they're now wearing, know the thrill of wearing the right LIFE BRA! Because only Formfit makes bras for every figure need.

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There's a Life Bra made to *your own measurements* in Formfit's wide, wide selection . . . so try a Life Bra next! At all better stores.

Life Hidden Strip No. 515 . . . new-design stitched underbust. Sewn-in strips lift you to youthful beauty. Nylon taffeta and nylon lace. A, B, C. $4.00

FREE! "Your Figure Type—What To Do About It"—This new, informative Formfit booklet shows you how to determine your figure type, and how to make the most of it. No cost or obligation. Mailed in plain envelope. Write to The Formfit Company, Dept. F-51, 400 South Peoria Street, Chicago.

THE FORMFIT COMPANY • CHICAGO • NEW YORK

You can buy Modernfold doors for as little as $5 a month

You'd never believe a "Modernfold" door could make a room so much bigger

"The corner behind this closet door was just waste space until we installed a 'Modernfold' door. Now it's my 'vanity corner'—in more ways than one! Not only does a 'Modernfold' door fold *within* the doorway—freeing the area *around* the door for more furniture—but it actually turns a closet or doorway into something graceful and decorative...and among the 38 colors we could choose from, we found *just* the one we wanted!"

Gives you extra years of service, too!

No other folding door has "Modernfold's" "extra" steel construction, with opposing *double* hinge plates both top and bottom. Notice how "Modernfold" folds evenly *along its center line* instead of zig-zagging from side to side. This prevents warp and twist—means greater strength, better appearance...and *longer* life. "Modernfold's" covering—finest obtainable vinyl fabric—needs no paint, washes with soap and water.

Your "Modernfold" distributor is listed under "doors" in your city classified directory. Consult him today—or mail coupon. When planning new construction or remodeling, see your architect. His professional advice can save you money.

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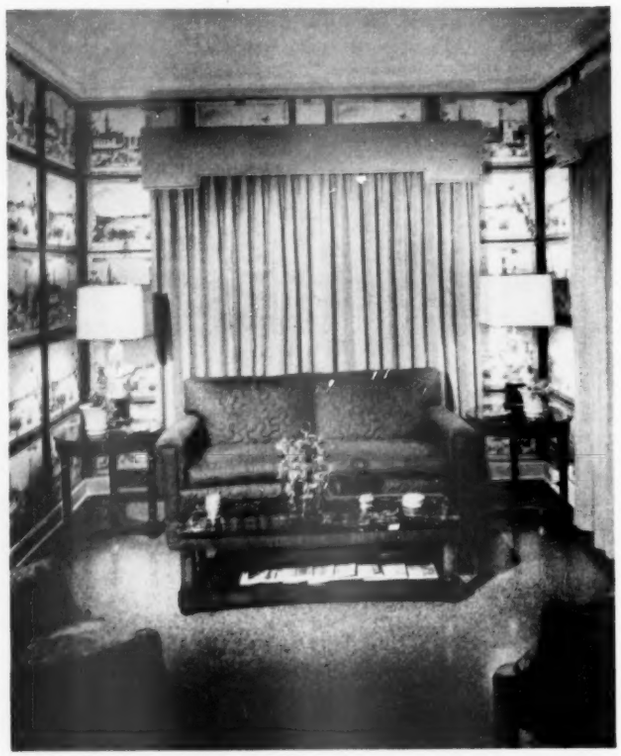
Tricks to try with wallpaper

Begins on page 140

Lend perspective to small space



Scenes on the walls stretch back for miles to give depth to a tiny 11x11-foot sitting room. Block-design wallpaper like this must be perfectly balanced—it's pieced above draperies to make side panels same on either side. Robert Smiley home, in Clayton, Missouri

Photograph: Hedrich-Blessing. Decorator: Jayne Gilbert Associates

In the same room, one wall is painted to avoid boxlike look so common in small, square rooms. Paper borders top of wall, and the remainder is painted dark to contrast with light design. Bookcase wall couldn't use this paper, because it would break the block effect

RCA ESTATE *shows you a 30" automatic Gas range with a giant center oven. Does everything a big range will do, yet takes up far less space.*

There never was a better time to buy a new automatic Gas range. And there never were better ranges for you to buy. They bear no more relationship to that relic in your kitchen than the new cars bear to a 1908 Maxwell. Actually, no other kind of range is as fast, as deft, as perfectly controlled . . . why, the new Gas ranges even turn themselves on and off automatically, bake whole meals while you're busy elsewhere. For the last word in cooking, make sure you get Gas. For substantial savings in purchase, installation and operation, make sure you get Gas. Nothing else even comes close to it. See a "round-up" of all the *new* "CP" automatic Gas ranges at your Gas company or Gas appliance dealer's.

Only Gas gives such matchless performance

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K-VENIENCES

With K-Veniences, you put twice as much in your closets, keep everything in easy reach, save on pressing bills. They make closets so convenient, they practically hand out your clothes!

Install K-VENIENCES in just a few minutes, with only a screwdriver. Easy!

K-VENIENCE Clothing Carrier fits any closet, slides out easily.

K-VENIENCE Skirt-Trouser Hanger saves on cleaning and pressing bills.

K-VENIENCE Shoe Rack—adjustable, easily fastened to door or wall.

K-VENIENCE Tie racks keep ties orderly for easy selection.

for you! Send 10¢ for your copy of "If You Wear Clothes You Need K-VENIENCES," a 32-page book by Helen W. Aves, the famous writer for women's publications; plus, FREE, an illustrated folder on Kitchen K-Veniences!

KNAPE & VOGT MANUFACTURING CO.

DEPT. B-94 GRAND RAPIDS, MICH.

Pulldown lamp allows two chairs to line fireplace wall for reading. Horizontal drapery stripes lengthen room

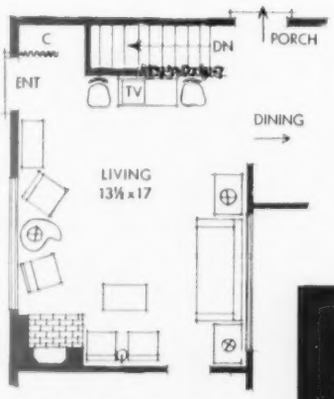
A small room needn't throw you

By Polly Cramer

Even the most adventurous of us might balk at trying to furnish a living room this small with plenty of seating, lots of storage, table space, a television set, good lighting, and even a fireplace.

But with the help of time-tested, space-stretching techniques and imaginative furniture arrangement, the Carl Franciscos of Madeira, Ohio, have made their small living room look and live much bigger than it is.

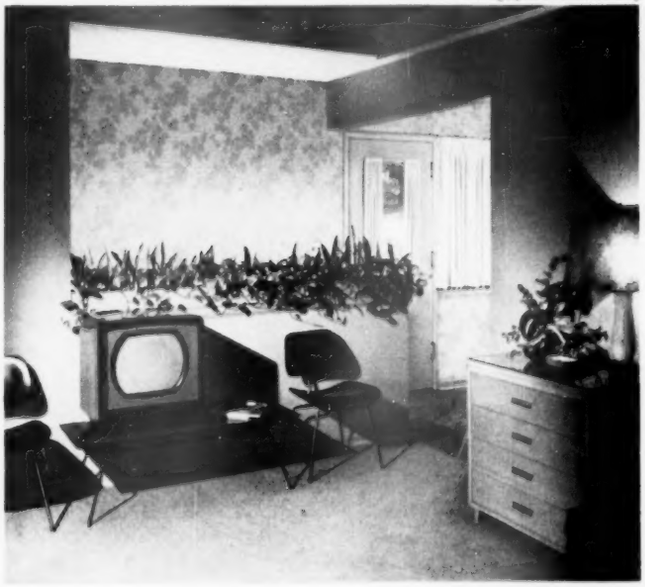
Using small-scaled furniture means more pieces will fit into the room—they've provided seating for nine. Harmonious blending of colors, with a minimum of pattern, gives the little room an uncluttered, spacious air.



Coffee table is combined with chairs instead of sofa, to clear bedroom traffic lane.

Each seating position has good view of fireplace and television. Chests are used as end tables for lamps and give plenty of storage space.

Photographs: Hedrich-Blessing



Television grouping uses waist-high divider for wall space.

Regular bedroom chest doubles as sofa end table—a good way to get that needed storage into a small room.

Leaves in wallpaper are echoed in planting box, which helps to tie stair well and living room together for a more spacious effect.

Connoisseur Luxury

in the authentic design of this Lanamar rug

One look at the delicate floral sprays of this lovely Lanamar rug and you know it was meant for a gracious 18th century setting. The needlepoint original was made for a French Chateau. This exquisite adaptation is priced to go with your favorite French or English reproductions and loomed of pure wool to lead a busy life in your living room, dining room or bedroom. Lanamar #5548, approx. 9x12, $259.50.

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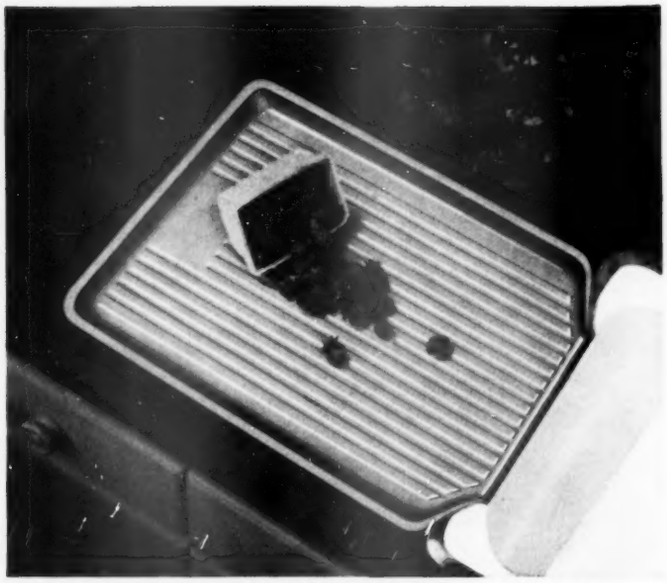
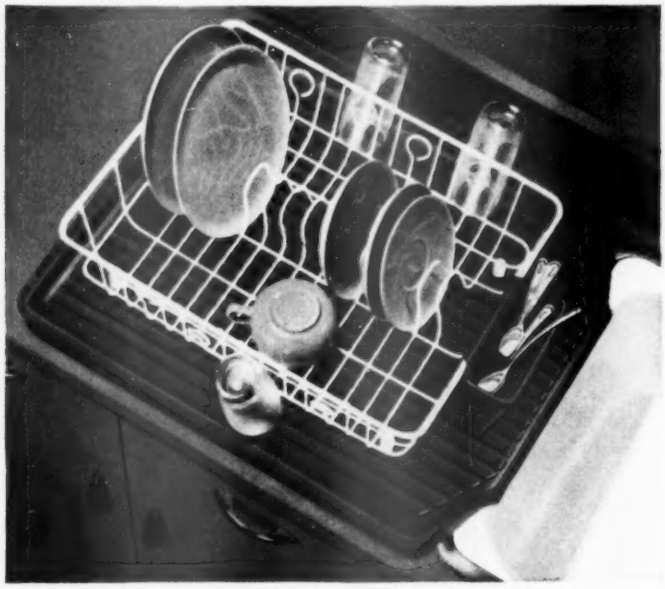
FOR BUILT-IN DRAINBOARDS. This 19 x 22¼″ Rubbermaid Drainboard Tray is extra wide for *complete* drainboard protection. $3.98



FOR STANDARD DRAINBOARDS. It's the 16 x 20¼″ Rubbermaid Drainboard Tray that's just right for standard-size drainboards. $2.98

FOR SHORT DRAINBOARDS. Extra wide 18 x 16½″ Rubbermaid Drainboard Tray that's specially designed for short drainboards. $2.59



SAVE 30 MINUTES A DAY with the Rubbermaid Dishwashing Team. Dish Drainers, $1.89 to $3.98. Drainboard Trays from $2.59 to $3.98

Right for your kitchen—in color and size! Right for your budget—at prices from $2.59

Rubber drainboard trays by Rubbermaid

Rubbermaid gives you a choice of 21 different size and color combinations when you go out to buy a drainboard tray. One *must* be right for your drainboard!

And here's what you get when you put a Rubbermaid Drainboard Tray beside your sink: Permanent rubber-cushioned protection for your finest dishes. A gently sloping tray that drains water into the sink and keeps your drainboard dry. No scratches—because there's no metal. Sanitary dishwashing—hottest rinse water won't warp the tray because it's free of heat-sensitive plastics. And the gayest, permanent colors!

Only rubber makes such good drainboard trays—and that means Rubbermaid. Be sure to ask for a Rubbermaid Drainboard Tray—anywhere that housewares are sold in the United States or Canada. For free folder, showing complete Rubbermaid line, write The Wooster Rubber Company, Dept. B-44, Wooster, Ohio.

Prices slightly higher in Canada

Rubbermaid® HOUSEWARE

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"Bannister Baby" is a new doll modeled after one of the famous photographer's young subjects. Doll is lifelike, a cuddlesome playmate for any a little girl

Let the children try some creative handiwork. Leatherworking kit includes all the materials to make a handsome and practical shoulder bag

This rag doll will become practically another member of the family. She's life size, will do wonders to help cure a lonesome child's "rainy-day blues"

Get ready now for rainy-day play

With fall weather, children leave their outdoor toys and come inside looking for amusement. Nippy breezes somehow make the family living room seem a more inviting place to play. Sooner or later, however, you'll hear the old, familiar question, "What shall I do now?" That is the time to have a few new toys on hand.

A child has new interests and skills after a summer's growth. So you'll want to pick toys that will not only provide play activity during the indoor months, but can be counted on to supplement children's school education. Here are some of the new toys that give the utmost in educational and play value.

Mother's helper will find it more fun with her own set of cleaning essentials. This has everything to keep a house tidy—including mop, broom, sweeper

In preparation for the distant future, this learn-to-drive game has steering wheel, horn, movable cars, and can make changeable road conditions

His own tool bench, with a set of man-size tools, gives a boy a feeling of importance, plus a chance to grow up to be a really expert handyman like Dad

More on page 156

THE NEW WALL PAINT THAT LOOKS DIFFERENT AND IS DIFFERENT

What makes the difference? It's color! There's a big difference in the *quality* of wall paint colors. Some are too vivid. Others are drab, chalky or thin-looking. Some change or fade with time.

Pratt & Lambert *New* Lyt-all Flowing Flat offers *exclusive*, quality colors scientifically selected to lend distinction to any room without dominating it. Never too vivid — never drab, chalky or thin-looking, these delightfully different colors create a home atmosphere of charm and individuality.

And the rich, velvety beauty of *New* Lyt-all Flowing Flat lasts for years! It's not only washable; it's actually scrubbable! Fingerprints and smudges — even crayon, lipstick and ink — wash off easily without harm to luster or color.

There's a big difference, too, in the smooth, easy way Pratt & Lambert *New* Lyt-all Flowing Flat rolls or brushes on your walls. It dries quickly and there's no objectionable odor during or after application. And no primer is needed on either new work or old.

Pratt & Lambert *New* Lyt-all Flowing Flat is not a water-thinned or rubber-base paint — it's the newest of the new — *a better alkyd flat enamel for walls and trim.*

Let your Pratt & Lambert Dealer show you the wide range of exclusive, ready-to-use colors. Then, color-style your home with Pratt & Lambert *New* Lyt-all Flowing Flat — the new wall paint that looks different — and *is* different.

PRATT & LAMBERT-Inc.

A Dependable Name in Paint Since 1849

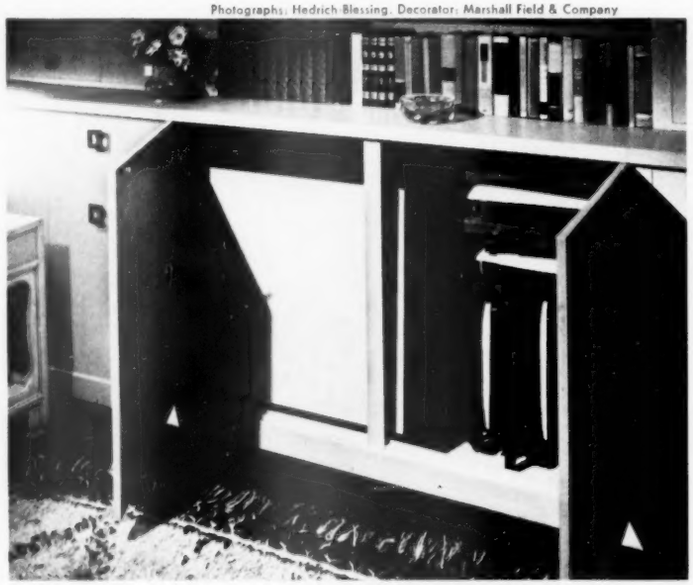
NEW YORK • BUFFALO • CHICAGO • FORT ERIE, ONT.

Here's a lesson in compact living

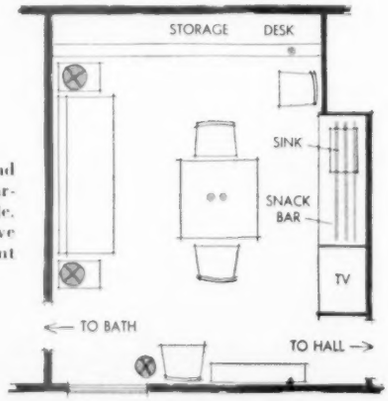
Your rooms are larger than you think — *if* you take advantage of all the wall space. Decide what you want the room to do, and plan your furniture arrangement to fit your needs

By Jessie Walker

Photographs: Hedrich-Blessing. Decorator: Marshall Field & Company



Before you start building your storage wall, measure what you want to store. Here, the lower section of the bookshelf unit is deep enough to hold extra card tables and folding chairs. Distinctive hardware, like that used on this unit, will help you add distinction to a built-in



The lighting, both built-in and standing, makes the well-arranged room more workable. Note built-in spots above the desk and table; fluorescent tubes above snack bar.

Careful preplanning makes this room exceptionally flexible. One storage wall opens up to show this wealth of entertaining features. Snack bar with handy sink is ever available for washing plates and coffee cups without continued cleanup trips into the kitchen

You'll want to borrow this desk idea

In its unusual position, you'd hardly guess the long narrow drawer front folds down to form part of the writing surface of a pull-out desk.

The top of the desk is practical black plastic (see below).

Above desk is a storage section that's finished to match the three small drawers on the right side of unit.

Chair swings around, and good lighting is provided by a spotlight built-in in ceiling (see plan at left).

"Can $5.00 a week bring freedom from money worry?"

That's the question I asked the night Marge and I had the showdown.

Maybe it was watching the Jennings, our neighbors, leave on a trip the day before—all packed up, happy as larks, without a care in the world.

"This is it," Bill Jennings said. "This is the day Nell and I started planning for when we were just about your age. And now it's paying off—no more money worries for us!"

Marge was with me—heard it all. She was quiet until the next evening. Then she let me have it.

I was sitting there dreaming. Sure, we lived all right, kept up with the parade—just barely. But never a thought for the years ahead. And here it was again—the monthly wrangle about bills.

Suddenly, Marge woke me up. "Dick," she said, "you're giving me five dollars a week from now on—and I *mean* it!"

"Five dollars a week," I almost shrieked, "what can that do?"

Marge didn't blink. She said calmly, "It can start us where we're going, *if*, and I mean *if*, we're going together down the road to freedom from money worry."

Well, I didn't believe it. But it did make more sense when Marge explained that this was just the start. That as my income increased—our investment in future happiness and comfort would increase. And one day, we would do exactly as the Jennings had done.

Smart Marge! She'd figured it all out with Nell Jennings. Even gave me the name of a Bankers Life man to call. So I did. Took my $5 a week idea to him, and between us we worked out a Double Duty Dollar Plan that was perfect.

Today, like the Jennings, we take off on *our* trip . . . without a money care in the world. The monthly check from Bankers Life will be coming in while we're away. So, if you ask me if $5 a week can start you on the road to freedom from money worry—I'd say, "Take a look—and listen to my lovely wife, Marge."

2 BILLION DOLLARS INSURANCE IN FORCE . . . POLICYHOLDERS FROM COAST TO COAST

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Des Moines, Iowa

Branch Offices in Principal Cities from New York to Los Angeles

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DIAMOND JUBILEE 75 YEARS OF SERVICE 1879-1954

Mail the coupon today. Whatever your problem, there's a Bankers Life Double Duty Dollar Plan to help solve it.

Bankers Life Company, Dept. BHG-94
Des Moines 7, Iowa
Please send my FREE copy of "You Needn't Be Rich to Retire on a Guaranteed Life Income."

Name _____

Business Address _____

Home Address _____

Recognize her?

You don't really know this woman. But the chances are *you know and admire someone very much like her.* A woman serenely poised and sure of herself *under any circumstances.*

The reason is simple. She refuses to be put into a position where *avoidable personal problems might bother her.* For example: she long ago discarded external sanitary protection on two counts . . . odor and chafing. She realizes that those two hazards simply do not exist with Tampax.

For Tampax is worn internally. It eliminates belts, pins, pads. It is particularly advantageous when you're away from home. Disposal is simple. (Even the applicator is disposable.) Month's supply can be carried in the purse. And of course you don't have to remove the Tampax when you're taking your shower or tub.

Join the millions of women who are using Tampax sanitary protection regularly. Choice of 3 absorbencies (Regular, Super, Junior) at drug or notion counters. Tampax Incorporated, Palmer, Mass.

Accepted for Advertising by the Journal of the American Medical Association

The easy way to make pillows

Give your rooms a fresh pickup with colorful toss pillows—you'll love their gay and casual air. You can make two or three in one afternoon if you follow these simple steps

By Dorothy Miller

Use a variety of pillows for color accents on your sofa, chairs, bench, and beds. They will add important finishing touches, pampering comfort.

The round and triangular pillows here are single-edged type; square one is box-edged pillow. Directions for each type are given below.

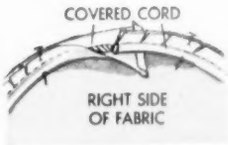
You can buy forms ready to cover — or make your own of muslin. Fill with kapok, cotton, or foam rubber.

Photographs: Hopkins

To make a single-edged pillow

1 Make a paper pattern to fit pillow form, plus ½-inch seam allowance on all sides. Cut two pieces of fabric for sides. Cut 1½-inch-wide strip of fabric to cover ¼-inch cord, long enough to go around pillow, plus 1 inch.

Fold strip over cord. Stitch, using cording foot. Clip cord covering at intervals if pillow is circular; at corners of other shapes. Pin cord along edge of right side of one fabric piece. Stitch next to cord.

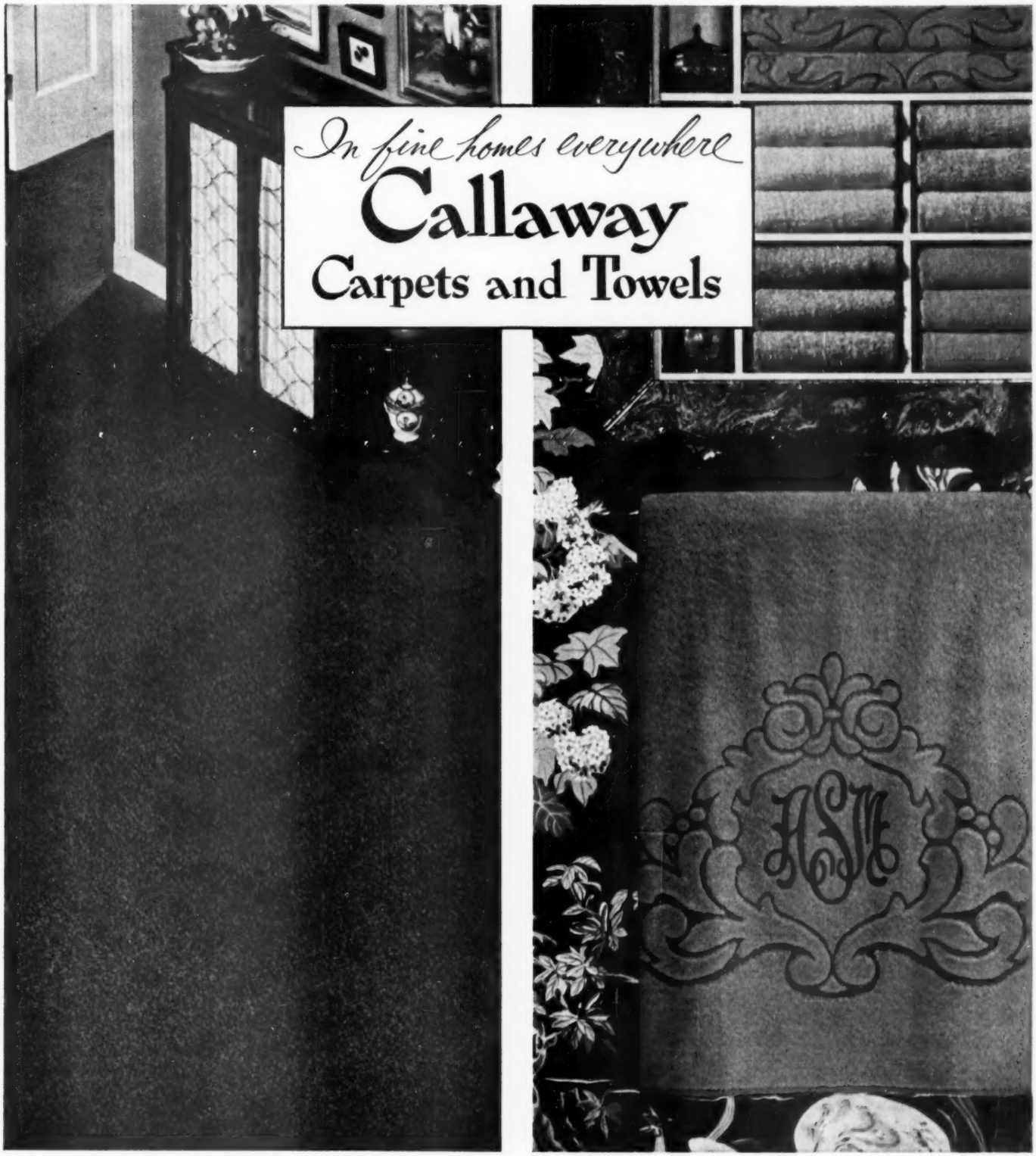


2 To join ends of cord, let covering of one end overlap the other 1 inch.

Cut ends of cord to just meet. Fold under edge of overlapping fabric, enclosing other end. Stitch.

3 Place second side of cover over the one with cord attached, with right sides together. Stitch next to the cord. Leave an opening large enough to insert pillow form. Turn cover right side out and insert form. To close, blindstitch the second side to cord of the other

More on page 160



CALON—Nylon and Avisco Rayon blended in a luxurious twist pile that will give you years and years of lasting beauty—elegant foundation for decorating—in a stunning range of colors for traditional or modern rooms.

CRESTWOOD—Another member of the Callaway towel family; the most beautiful towels in the world! Callaway towels are YARN-DYED in a wide selection of colors; ABSORBenized to dry you faster.

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Callaway
CARPETS TOWELS
Callaway Mills Inc., 295 Fifth Avenue, New York

LABEL OF LUXURY
Callaway
MADE IN U.S.A.

Here's a room in genuine Cherry you can have at less cost than a sofa . . .

with NEW Factory Finished Craftwall

That's right . . . for the price of a good piece of furniture, you can panel an entire room with Roddis Craftwall . . . the new hardwood plywood paneling that stays attractive throughout the years.

Roddis Craftwall is beautifully and durably finished at the factory so you see in advance how it will look on your walls. No further finishing is required. Just add Roddiscraft matching hardwood trim, and the job is done. And for those who desire, Roddis supplies doors in matching woods.

Roddis Craftwall paneling comes in seven woods that blend with any furnishings and fabrics. Four styles and three sizes are available for design flexibility. For complete information, mail the coupon below or see your lumber dealer.

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Marshfield, Wisconsin

SEND FOR THIS FULL COLOR BOOKLET!

See our products in these homes across the country

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Dept. BH-9-54, Marshfield, Wisconsin

Sirs: Please send your booklet of room installations in full color, I enclose 10¢

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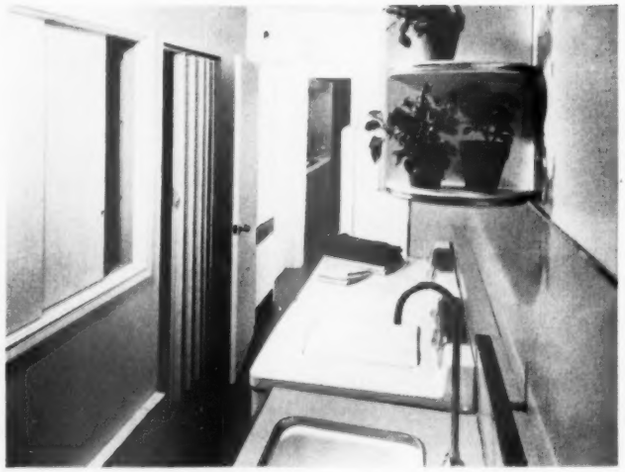
☐ P.S. I'd like a free copy of your Do-It-Yourself booklet, too.

The Home for All America

A versatile, compact utility room plays several roles. As pictured, it has washer and dryer for laundry, plus some kitchen equipment.

This setup could make a self-contained apartment of the entire end wing of house.

A second range is shown in ironer space, and to complete this as an auxiliary kitchen, a refrigerator could replace freezer at far end of room.



There is plenty of storage in the utility room. Wall cabinets and closets hold laundry supplies, cleaning equipment, wet raincoats, vases. If the house were built without a basement, storage area at left would contain the heating equipment. This cupboard is shown raised to give sufficient headroom for stairs leading to basement

Even such services as the mail and milk delivery are very carefully provided for. One small cupboard is set into the wall by the entrance door for the mail, and a larger one for the milk is below it.

The latter also doubles as a seat for removing wet overshoes. Closed, both form neat, unobtrusive panels. A narrow window above cabinet also flanks the front door.

Continued from page 75

A good-size toolroom (19½x8 feet over-all) backs up the carport, shares the same roof. Location here gives storage convenient to garden and terrace, adds privacy from street to rear yard. It's also ideally placed for handy but out-of-sight storage of automobile-upkeep items. Place to store antifreeze in summer is by the door

Inside the toolroom, walls are lined with perforated hardboard. Removable hooks permit tools to be arranged in an orderly manner and make it easy to change for all the varied items which will be stored through the years. There is a small workbench here and ample room for such hard-to-store items as wagons and bicycles

A bigger look is given to the entire house by toolroom, as can be noted in the view from the garden side shown above. Contrasting colors of exterior walls, and the insets at the activity room and terrace, add interest to the simple, clean-cut lines of house. Bedroom windows are kept higher than others for added privacy inside

More on next page

IS YOUR HOT WATER ALWAYS

Crystal Clear?

No longer need you put up with cloudy, discolored water from "that old water heater". Now you can have an entirely new kind of water heater that ends this problem for good—*Crystalglas!*

Start now, to get your hot water from a new, automatic Bryant *Crystalglas* Gas Water Heater. It features new steel tank that's fused with a solid lining of strong, chemically pure glass that prevents corrosive action of any kind of water—anywhere!

Let your Bryant Plumber-Dealer show you how economically you can bring this new convenience to your home.

Look for this identification display at your favorite dealer's.

bryant *Crystalglas* GLASS LINED

AUTOMATIC GAS WATER HEATER

Bryant Heater Div., Affiliated Gas Equipment, Inc., Dept. BH-9, 17825 St. Clair Ave., Cleveland 10, O.

I would like more information on the new Bryant Crystalglas Gas Water Heater.

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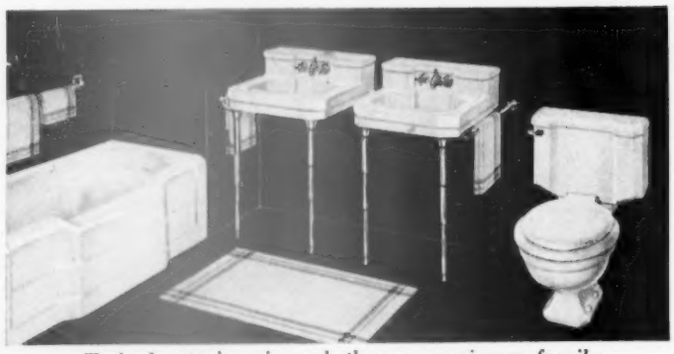
Lasting pride is built right in!

You'll find an Eljer-equipped bathroom a constant source of pride and satisfaction. Eljer fixtures hold their sparkling beauty and every detail of design aims at long and efficient service life.

Whatever the requirement, there is an Eljer fixture for the purpose. And only Eljer manufactures fixtures in *all materials*—china, cast iron, formed steel—in matching style and color. Faucets and other "working parts" are also Eljer-built.

Whether you are building or modernizing, Eljer plumbing fixtures will reward you in both beauty and efficiency . . . *now and for years to come!*
Eljer Co., Box 192, Ford City, Pa.

Six fashion-right colors or snowy white offer unlimited decorating possibilities.



Twin lavatories give a bathroom maximum family usefulness at relatively low cost.

The Home for All America

Continued from preceding page

Basement adds even more space for recreation and family projects

Part of the basement has been planned for a workshop. A very efficient layout, direct lighting, and durable surfaces help make hobbies the pleasure they should be. Door at rear opens to outside stairs. This can be a big asset when lumber or heavy materials must be brought from outside

Walls of perforated hardboard and a variety of hook inserts greatly simplify the job of keeping tools orderly but close at hand. The arrangement can be changed quickly for projects of a different type. The furnace, water heater, and water softener are placed neatly in a corner that is away from general work areas, require little space

The recreation area supplements living room for TV-watching and other spare-time activities. Comfortable seats and a game table make it an attractive place to pursue various interests out of earshot of sleeping and conversation areas upstairs. There is even enough floor space for dancing or Sister's ballet practice or table tennis

The basement occupies only the center portion of the house, with the rest unexcavated. The space provides two big rooms and sizable storage closets. One closet takes care of the off-season clothing for entire family. The other is for trunks, suitcases, and bulk storage

A corner for hobbies—whatever they may be—is at the other end of recreation room. Here it's set up for the family artist's painting—an activity so often hard to find a place for. Surfaces are resistant to turpentine and oils. Closet nearby holds bulky equipment. If workshop gets noisy, door can be closed to give an artist privacy

How to get plans, page 161

Thanks to sensational new Alki-Therm—*

"Anyone can get glamorous results with O'Brien's new

LIQUID VELVET!"

says Marie Wilson
(MY FRIEND IRMA)

NEW WITH ALKI-THERM*

TRY IT—and you'll never be satisfied with any other paint or enamel!

At last it's here, the dream paint you've hoped would give you *everything*—new Liquid Velvet—now made with Alki-Therm*. Goes on like magic with brush or roller! Completely hides *with one coat! No lapping! Odorless!* Dries in a hurry to a rich, *velvety* surface! Tough—*resists dirt*, can be washed repeatedly. (Scrub test proves 3 times better than accepted standards!) *Full range of beautiful decorator colors*, selected yearly by experts!

You'll get the painting thrill of your life with record-breaking new Liquid Velvet—whether you hire a *professional painter* or *do it yourself!* See nearest O'Brien dealer, try new Liquid Velvet right away!

no other paint on the market offers all these practical features:

1. Made with exclusive Alki-Therm*!
2. Goes on fast and easy—brush or roller!
3. Odorless type!
4. Complete hiding—one coat! Self-sealing!
5. No lapping! No spotting!
6. Dries quickly to a rich, velvety finish!
7. Finest colors—selected yearly by experts!
8. Tough surface resists dirt—can be washed repeatedly!
9. For woodwork, just stir in O'Brien's new Lustre-Up. Converts flat wall enamel to semi-gloss enamel, in seconds.

See O'Brien dealer for new 1954 COLOR MANUAL and Color Scheme Guide—finest in the industry! Ask also about "75" House Paint and other all-star O'Brien products.

*ALKI-THERM—exclusive O'Brien process, combines specially formulated alkyd resins with patented, thermolyzed (pre-shrunk) oils to give you the *revolutionary combination of features* no-one else can match! Only O'Brien has Alki-Therm!

FREE BOOKLET: "How to Paint a Room"—full of useful suggestions. At nearest O'Brien DEALER (see Yellow Pages of phone book)—or send coupon today!

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O'BRIEN PAINTS
TOP QUALITY SINCE 1875

The O'Brien Corporation, Dept. G-9, South Bend, Indiana. Rush free copy of illustrated booklet "How to Paint a Room" and further data on Liquid Velvet with Alki-Therm.

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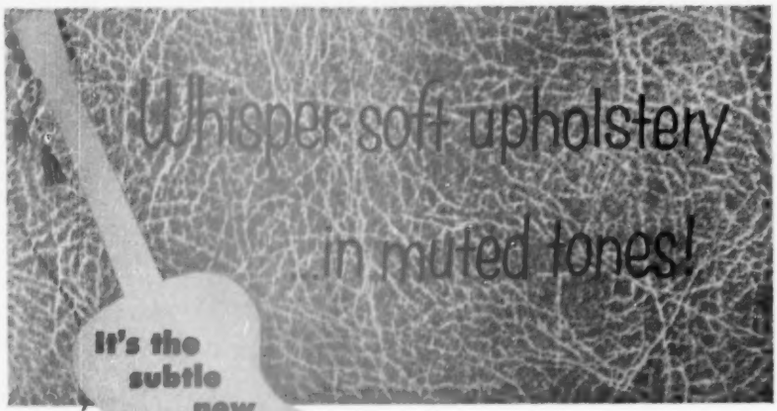


It's the subtle new Seville pattern

Du Pont's latest

Fabrilite®
ELASTIC
SUPPORTED VINYL PLASTIC UPHOLSTERY

Now . . . Du Pont "Fabrilite" elastic supported vinyl plastic upholstery with an elegant softness that conjures up the handiwork of Old World leather craftsmen! It's the fabulous new Seville pattern in a range of smart, subdued colors by Russel Wright that lend an air of quiet distinction to any room. Though soft as a glove, Seville is super-tough . . . washable, too! Comes in the new dry, high-slip finish (a unique "Fabrilite" feature) that means genuine comfort, less dirt accumulation. See Seville at better stores everywhere.

®"Fabrilite" is also used for fine luggage, handbags, women's shoes and folding doors.

DU PONT
REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

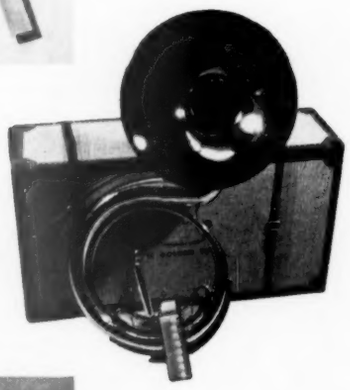
Get ready now for rainy-day play

Begins on page 147

Rosy, cheerful smiles of the Campbell kids are captured in these authentic doll models of familiar and lovable little characters

Marionette stage has changeable outdoor and indoor scenery, backdrops, footlights, and stage furniture. It's good for many hours of entertainment

For tomorrow's engineer, this authentic draftsman's set. It includes all the essential tools needed for skillful practice, will soon make him an expert



For an aspiring young musician, this miniature tuba that actually plays. It's the right size to wrap around a small boy, comes complete with case

Junior newspaper publishers will enjoy setting up their own print shop, and turning out a weekly neighborhood newspaper, on a real printing press

More on next page

IF YOU SUFFER PAIN

of HEADACHE NEURITIS NEURALGIA

get FAST RELIEF WITH ANACIN

the way thousands of physicians and dentists recommend.

HERE'S WHY . . . Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!

INGROWN NAIL Hurting You?

Immediate Relief!

A few drops of OUTGRO® bring blessed relief from tormenting pain of ingrown nail. OUTGRO toughens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. OUTGRO is available at all drug counters.

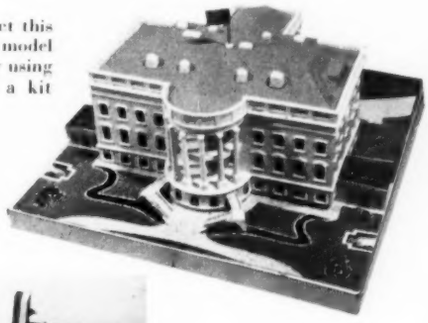
Get ready now for rainy-day play

Continued

Sheriff's office, complete with gun racks, makes for Wild West fun

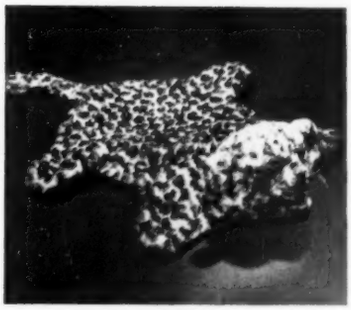
An old-time calaboose for tough cowpokes has bars at the window

Youngster can construct this authentic and stately model of the White House, by using essential materials in a kit



Easy-to-construct "build-it-yourself" scooter, wagon, auto, horse can be assembled by a child in no time at all with this set of blocks and bolts

They won't be able to resist this cute leopard-skin rug. It's practical, too — with a zipper pocket for pajamas. Just right for their junior trophy room



Sturdy bus for indoor play is a scale-model duplicate of the Trailway's "Thru-Liner," will amuse a travel-minded child

Graystone
(Lowestoft)
Place Setting
$8.05

You will find that your Spode will be correct and in good taste for the casual supper or a formal dinner. Choose now the pattern that will be yours for life. Write for helpful Booklet 61.

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LOOK, NO LINT — even on dark dishes!

KENDALL Dish Towel

SHORTEN KITCHEN TIME — They're twice as fast — the cotton-rayon blend works with the wiping magic of a chamois.

NO LINT — There's no "fuzz" left when you use Kendall — dark dishes or glasses are no problem.

FEWER TOWELS NEEDED — They're so much more absorbent you can dry many more dishes per towel . . . they keep on drying, even when damp.

SOFT, EASY TO USE — and they get softer, more fluffy as time goes on. They're generous size, too — 20 x 36 — plenty of towel to work with.

Choice of red, green, blue or yellow border stripes. At leading stores — or mail coupon for sample towel.

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

Guaranteed by Good Housekeeping

By the makers of Gurity Diapers

Introductory Offer

KENDALL MILLS — Division of The Kendall Company, Walpole, Mass., Dept. KH94

Enclosed is 50c in coin for Kendall Dish Towel. (Only one towel to a family.) Print clearly.

Name _____

Address _____

City _____ State _____

Favorite Store _____

Good only in Continental United States and Hawaii

See the new homes that set the

NATIONAL HOME WEEK,

Visit exhibit homes in your community during National Home Week, sponsored by National Association of Home Builders

Again in 1954, the builders of America are showing all the newest in home planning, home equipment and home comfort during National Home Week, September 19-26, known also as the "Parade of Homes."

You'll find scores of new ideas, particularly in the beautiful Diana-style Youngstown Kitchens. They're gracefully contoured in lasting steel. Be sure to see the Youngstown Kitchens Jet-Tower* Dishwasher—ends hand dishwashing . . . and the Youngstown Kitchens Food Waste Disposer—banishes garbage forever! Your new home will have the elegance plus the timesaving and work-saving features of a custom kitchen at mass-production savings.

Or, for your present home . . . these same exciting Youngstown Kitchen ideas can easily be yours. They are easy to install, easy to buy (on F.H.A. terms if you wish), and they cost less than you'd think.

Old home or new, thousands of architects, builders and Youngstown Kitchen dealers are equipped to give you specialized kitchen planning and decorating advice. Send coupon now for 24-page kitchen-planning book.

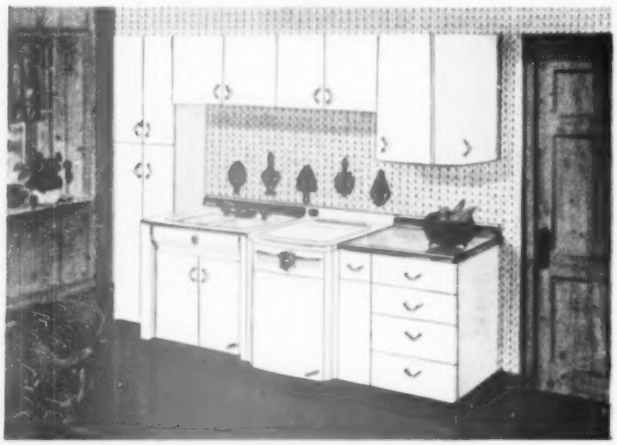
MULLINS MANUFACTURING CORPORATION • WARREN, OHIO

World's Largest Makers of Steel Kitchens

Versatility in planning is yours with Diana-style Youngstown Kitchens units. You can include more kitchen features than ever before. Note the custom look. And the price—as little as $5.28** a week.

WHY A STEEL YOUNGSTOWN KITCHEN IS BEST FOR YOU

- Will not warp, rot, swell or stick
- Greater strength, longer life
- Resistant to moisture
- Fireproof, verminproof, termiteproof
- Precision built, mass-production savings
- Hi-Bake enamel finishes, easy to clean
- One-piece, acid-resisting porcelain-enameled sink tops
- *Easy-V* handles . . . handsome, easy to use
- Die-made construction (no sharp corners)
- Built to last a housetime



No dishes, *any* night, in this Youngstown Kitchen. The Jet-Tower* Dishwasher does them all in less than 10 minutes. Fully automatic. Washes, flushes, rinses, then stops itself. Nine-inch tray cabinet to right of Dishwasher is particularly useful. This kitchen, as little as $6.32** a week.

Streamlined in steel, a Youngstown Kitchen is particularly attractive in the popular "open kitchen" arrangement. Note the handsome breakfast bar. Youngstown Kitchens Food Waste Disposer, shown, banishes garbage. This complete kitchen, as little as $6.34** a week.

pace for the old!

SEPT. 19-26

See Diana-style Youngstown Kitchens in National Home Week exhibit homes!

This kitchen features 36-inch twin-bowl Diana ensemble sink, tray cabinet, flour bin base cabinet. As little as $3.93** a week.

STEEL Youngstown Kitchens®

CABINETS OF STEEL FOR LASTING APPEAL

For name of your nearest dealer, consult the yellow pages of your telephone directory under "Kitchen Equipment—Household," or "Kitchen Cabinets," or call Western Union, Operator 25.

*Reg. U. S. Pat. Off. **F.H.A. terms. Plus installation.

Please send 24-page kitchen-planning and decorating-idea book in full color. I enclose 10¢ to cover cost of mailing. (No stamps, please.)

I plan to buy a house ☐

I plan to build a house ☐

I plan to modernize ☐

Youngstown Kitchens, Mullins Manufacturing Corporation
Dept. B-954, Warren, Ohio

NAME (Please print) _____

ADDRESS _____

CITY _____ ZONE _____

COUNTY _____ STATE _____

© 1954 Mullins Manufacturing Corporation

Now for two weeks only — Aug. 29 to Sept. 13

BALLERINA 5 pc. setting only 99¢

You save 55% from open stock prices! It's America's most popular dinnerware design . . . smart, modern, colorful . . . guaranteed oven-proof! Four glamorous colors: Forest Green, Burgundy, Chartreuse, Dove Gray with each set packed in an attractive box. Get a starter set at this special price; expand it with mix-or-match colors from open stock at regular prices. And lay away several sets for Christmas gifts. This 99c sale offered at department and china and glass stores for two weeks only. Hurry . . . supply limited!

"IF IT'S STAMPED UNIVERSAL . . . IT'S GUARANTEED OVENPROOF"

Universal Potteries, Inc.
Cambridge, Ohio

5-PIECE BALLERINA SET CONSISTS OF:

9" dinner plate
Bread and butter
Tea cup
Saucer
Fruit dish

99¢

regular open stock price
$2.20
(Slightly higher Denver and West)

Ballerina lends color to formal tables as pictured above; it's happily informal as in the place setting below.

Here's the easy way to make pillows

Begins on page 150

To make a box-edged pillow

Make paper pattern to cover the side of a box-pillow form — round, square, or triangular — adding ½-inch seam allowances on all sides.

Using this pattern, cut two pieces of fabric for the sides. Place cord along edge of right side of each piece (pin if pillow is circular). Stitch.

Cut strip as wide as boxed edge, as long as the distance around edge, plus ½-inch allowances on all sides.

Place the boxing-strip edge to edge on top of one of the sides, with right sides together. Then stitch close to the cord, using cording foot.

Clip at corners if pillow is triangular or square. Stitch ends of boxing strip together, using a ½-inch seam.

Place other side over the one with boxing strip, right sides together. Pin near center to hold in position.

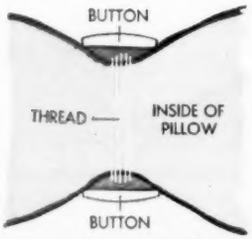
Pin edges of the top side and boxing strip together as shown. Stitch next to cord, leaving one side open.

Insert boxy pillow form, then close the opening with the blind stitch.

Here's how to button-tuft

Use double carpet thread, long darning needle, and two buttons for each pillow. You can buy button forms and cover them easily yourself.

Tie thread to one button shank, put needle through pillow and second shank. Sew back and forth, tie tightly.



Cross section of pillow

STOP dirty filters from wasting your heat and fuel!

INSTALL NEW

RMC

filter-chek

AIR FLOW INDICATOR

tells when to clean—time to change dirty furnace filters.

$9.95 plus installation

PATENTS PENDING

Save Money by giving filters attention they require. Dust-clogged filters cause much fuel waste, stop up to 50% of heat circulation . . . dirty your walls. RMC filter-chek pays for itself in dollars saved the first year. Accurate, permanent . . . easily installed. Guaranteed 5 years. Call heating or hardware store—or write NOW.

REX METAL-CRAFT, INC.
1720 Gent St. • Indianapolis, Indiana

Home "Fix-it" Tips

Fill nail and screw holes—replace rotted wood. Make hundreds of repairs with Plastic Wood—handles like putty, hardens into wood—will not crack, chip or peel.

YOU NEED "PLASTIC WOOD"

MEAL PLANNING'S EASY with *Better Homes & Gardens* New Cook Book. Only $3.95 (Canada $4.50).

We'll Send a Box of Christmas Cards

TO ALL WHO WANT **EXTRA MONEY!**

Rush name, address today for sensational, new, fast-selling "Feature" 21-Card Christmas Assortment. Show friends, neighbors, everyone for easy, big profits. Get facts about 50 money-makers such as Christmas Humorous Assortment, All-Parchment Christmas Ass't., Religious Ass't., Currier & Ives, Gift Wrappings, etc.—*plus* many Everyday Greeting Card Ass'ts., for Birthdays and other occasions. Also Children's Books, Imported Napkins, Gifts, many others. Each sells for only $1.00 and you keep up to 50c profit for yourself.

SEND NO MONEY Just your name and address. GET NEW "FEATURE" CHRISTMAS CARD ASSORTMENT ON APPROVAL with complete money making plans, and samples of low-priced Personal Christmas Cards FREE. No experience needed. Write TODAY!

WALLACE BROWN, Dept. U-94, 225 Fifth Av., New York 10, N.Y.

The Home for All America

Continued from page 155

How to get house plans

Better Homes & Gardens Five Star Home No. 2409 (about which you've just read) is one of a series of one- to four-bedroom homes published each month which make up our Five Star Home Plan Service. This service—through which you can purchase complete plans for the home of your dreams—includes the following points:

★ **Designs by America's foremost architects,** ranging in style from Cape Cod to Contemporary, and all planned to give you maximum comfort, convenience, and beauty for your dollar.

★ **Detailed working drawings,** from which your builder will erect your home, are complete in every way. The cost is *$7.50 per set* (slightly higher in Canada), plus state sales tax, including . . .

★ **Complete specifications** which outline quality of materials and workmanship that will assure sound construction; and . . .

★ **Builder-owner agreement,** a suggested legal contract which will insure that your home is built as specified.

★ **Cost-finding list of materials** is available for an additional *15 cents*. With this list, your builder or building-materials dealer can compute in advance the cost of your new home.

These Five Star home plans may be ordered from the firms you'll find listed on page 230 of this issue. In many localities, you can order these plans through your building-materials dealer. Or, you can buy them direct from *Better Homes & Gardens*, 1714 Locust Street, Des Moines 3, Iowa.

First birthday

Crumbs deck his beaming countenance,
His terry bib and small knit pants
While chocolate frosting lumps and swirls
Are smeared from shoes to baby curls.
Behold my son, a fellow who
Can eat his cake and have it too.

—*Charlotte Sherman*

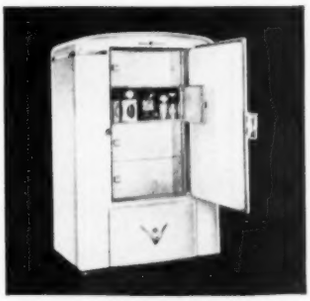
An advertisement of Reynolds Metals Company

BETTER HOME Product News

Guard Against Weathering with aluminum combination storm screen doors and windows. Winter won't hurt rust-free aluminum. Doors and windows made of Reynolds Aluminum will take plenty of hard use. They are light but strong. They are easy to open and close because they cannot shrink or swell. The natural color is highly attractive with *any* color scheme. See your dealer—or for list of manufacturers write Reynolds Metals Company, Dept. B, Louisville 1, Kentucky.

You Can Be Sure when you shop! Look for coffee-makers, toasters, irons and other small appliances that promise you the wonderful time and work-saving benefits of Reynolds Aluminum. Aluminum coffee-makers, for example, are light to handle, easy to clean, do not break or chip. Aluminum spreads heat evenly and quickly—helps you make steaming hot coffee in moments. Aluminum imparts no taste, holds no odors—just gives you all the flavor and goodness of your favorite coffee.

Look for this New Seal on aluminum products of every kind. It's a mark of merit for your buying guidance. Manufacturers are now displaying it to assure you that they are using Reynolds high quality aluminum in their products. The words "Designed in Reynolds Aluminum" are your reminder that these products are made of the very finest material—light, strong, long-lasting Reynolds Aluminum.



Aluminum is the Key to quality in home freezers. When you shop look for aluminum liners—they won't rust, stain or chip—and for naturally attractive or beautifully enameled aluminum cabinets. Look for aluminum food baskets—light but strong, easy to clean, bright and new-looking for years to come. And aluminum serves you better, even when unseen! Aluminum serpentine tubing, fastened to the hidden surface of the aluminum liner, plus aluminum tubes and fins in the condensing unit, assure quicker freezing and more economical operation.

Putting-away Time for your outdoor equipment is just around the corner and it's a wise homeowner who gives his equipment a bright, protective coat of *Liquid Aluminum before* storing it for the winter. Garden tools, play yard equipment, lawn furniture and other outdoor possessions look better, last longer when they're safeguarded against rust by a shining coat of *Liquid Aluminum*—the high quality aluminum paint made by many leading paint manufacturers. For booklet on hundreds of uses see your dealer or write Reynolds Metals Company, Dept. L, Louisville 1, Kentucky.

Only 50% fuel input required, 70-90% of the heating season!

WILLIAMSON
HEATER COMPANY

Gasaver and Oilsaver
DELUXE
WARM AIR FURNACES

Here's a revolutionary new furnace offered by WILLIAMSON in either gas or oil fired models enabling you to enjoy fuel savings 70-90% of the heating season. These furnaces feature inside and outside thermostats, two speed blowers (forced air models) and *modulated hourly fuel input.* In most sections of the country where the temperature is above 30 degrees 70-90% of the heating season, these furnaces operate on only half fuel capacity and the blower on half speed. Fuel savings are realized, heating overruns are eliminated and a new experience in balanced room temperatures is obtained.

Why buy an ordinary furnace when the ultimate in modern heating is available at conventional furnace prices?

Two, three and five ton air and water cooled companion cooling units available for your Williamson Furnace or in combination with your present furnace.

THE WILLIAMSON HEATER COMPANY
3510 Madison Road, Cincinnati 9, Ohio
Please send me information on:

☐ Gasaver Deluxe Furnaces
☐ Oilsaver Deluxe Furnaces
☐ Summer Cooling Units

Name _____
Address _____
City _____ Zone ____ State _____

The entrance adds the interest

Photographs: de Gennaro. Architects: Malone, Polk, and Hooper. Landscape consultant: Elizabeth de Forest

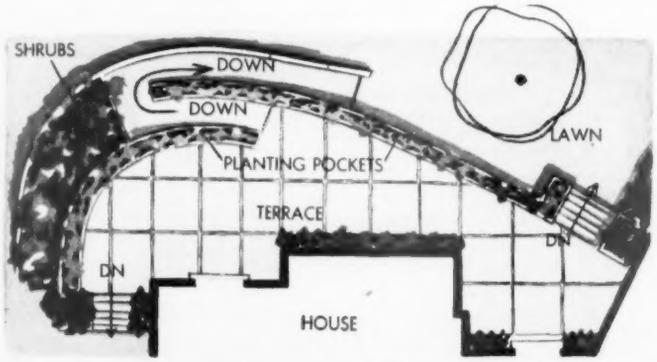
Pebbled aggregate terrace (upper right) offers comfortable sun or shade lounging. Path from one side leads past sharp bend down into garden. Plant pockets hold thick growth to soften effect of concrete. Gravel layer at the bottom of each pocket assures good drainage

Curve in wall gives added strength as well as beauty. Blocks sit on concrete base to withstand frost. Metal rods add internal bracing. Nonslip surface is gained by brushing aggregate after mortar stiffens. Wooden dividers simplified pouring

These owners could have strolled down a gentle slope right into their garden. But they wanted that area distinct from the rest of the house.

They got that separation, plus a garden that people walk into and remember, with this artful blend of planting and masonry.

The graceful wall is built of light aggregate concrete block—each one weighing about half of what a standard block does. Formerly called "cold and industrial" for garden use, concrete block now holds its place alongside brick and stone. It's available everywhere, cheaper in many cases, and it's also easier to assemble.



Few steps, through pleasant greenery, now lead owners into new world

Close-up of wall top. It separates terrace from walk, garden below. Blocks extend over edge for more terrace seating

Casual Simple Styling

fine uncluttered design makes this the furniture you'll live happily with for many years to come

ABOVE

For your bedroom, Heywood-Wakefield's clean-cut, Home-Planned Modern with the softer rounded lines for today's casual living. Modern to go beautifully with the furnishings you already own, and the additions you'll make in the future.

RIGHT

For your living room, flexible Modern with sectional upholstered pieces you can arrange in any way to fit your individual needs. Of selected solid birch, Heywood-Wakefield coordinated Modern furniture is available in over a hundred pieces for every room in your home.

BELOW

For your dining room, Modern at its informal best to make an interesting, integrated whole of your living-dining area. Skillfully designed for dual-purpose, it lends itself easily to any arrangement.

See Heywood-Wakefield Modern at your favorite furniture or department store.

HOME-PLANNED

modern

by

HEYWOOD-WAKEFIELD

EST. 1826

Guaranteed by Good Housekeeping

NEW "HOW TO DECORATE WITH MODERN" BOOK Gladys Miller, famous decorating consultant, tells you how to plan an attractive home with Modern. Send 25¢ in coin for your copy. If you'd also like our Old Colony decorating book, send 50¢ in coin for both.

Heywood-Wakefield, Gardner, Mass. Dept. BH-33

I enclose ..... in coin for your decorating books at 25¢ each. (check your choice) ☐ Modern ☐ Old Colony

NAME .....

STREET .....

CITY & ZONE ..... STATE .....

Heywood-Wakefield, also makers of Ashcraft and Old Colony furniture.

ROOM FOR IMPROVEMENT

Here's a guest-sitting room anyone could love. From quaint braided rugs to frilly, colorful curtains, it breathes an invitation to "Come in, make yourself at home." But there's worlds of room for improvement.

Not in *looks*, perhaps, but in *comfort*. For this room is sometimes stifling—at other times chilly. Often it's drafty. There's no humidity control. And the air gets stale.

You may have been in rooms like this, may even have them in your own home. If so, you can remedy them once and for all by installing a new, modern Lennox Perima-flo Heating—or Heating-and-Cooling—System.

Here is the ultimate in home comfort. For Lennox Perima-flo is based on a new, scientific principle: it spreads an invisible curtain of fresh, clean, gently-circulated air *between* the outside weather and you! In winter, for example, a Lennox curtain of *warmth* stops *cold* at the outer walls, in front of windows and doors.

Economical Summer Cooling, Too

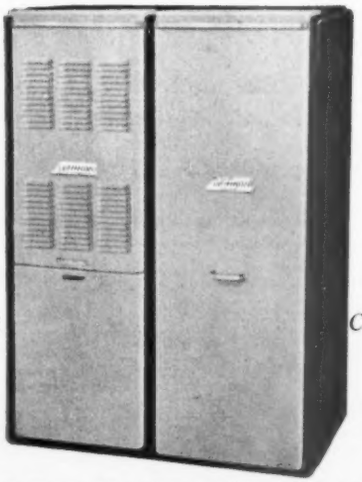
Another big plus: you can provide summer air conditioning now or add it easily later. Then in summer, a Lennox curtain of *coolness* stops *heat* at outer walls, giving you efficient, economical full-home cooling.

It's a great forward step in home comfort, pioneered and perfected by Lennox engineers, with a 59-year record as indoor comfort specialists. And it's yours—now—to have and enjoy.

By all means, if you're planning to build or remodel, call your Certified Lennox dealer. His name is in your Classified Phone Book. Find out how Lennox can solve your home comfort problems—and how the easy-pay plan can solve budget problems. No obligation, of course.

Look for this sign → *of indoor comfort*

Heating



Cooling

CONVENTIONAL heating or air conditioning methods try to combat unpleasant temperatures *after* they enter the room. Result: drafts (blue, above), uneven temperatures, poor circulation for freshness.

LENNOX PERIMA-FLO stops cold or heat at outside walls *before* entering house, puts an invisible curtain of conditioned air (orange, above) between the weather and you. Result: healthful indoor living!

In warm air heating more families buy

LENNOX

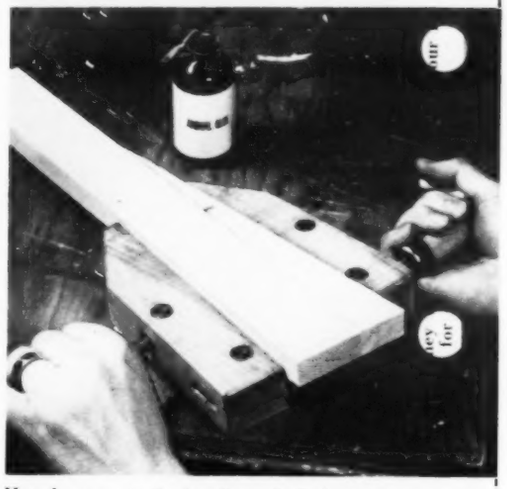
THE LENNOX FURNACE COMPANY

Since 1895 • AIR CONDITIONING AND HEATING

Marshalltown, Ia. Syracuse, N.Y. Columbus, O. Fort Worth, Texas Pasadena, Calif. Salt Lake City, U. Decatur, Ga. In Canada: Toronto and Calgary

Animal glue is a good adhesive for porous woods

Screw-and-glue is an excellent technique for handymen, giving a joint with great strength. Substitute nails for screws, whenever necessary. Animal glue is convenient to use. It's liquid, and is applied with a brush



Hand screw is the handiest of all clamping devices. Use it for large, angled, tapered, and offset surfaces. Turn the handles to work the jaws. The clamp is wood, and requires no cushion blocks to protect fine jobs from pressure

Spring clamps are ideal for small gluing jobs and light assembly, and for holding big jobs in position while you clamp them. Cushion fine work with pieces of scrap wood. Clamp is used here in repairing chipped drawer front

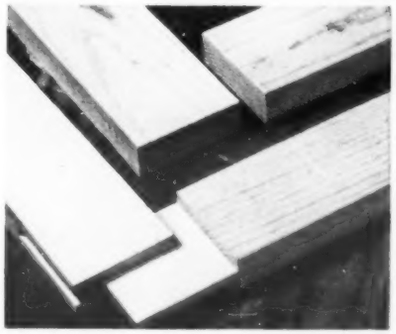
Plastic cement usually needs no clamping if the broken pieces are held in position while the cement sets, or held with tape, used here to hold broken pieces of dish. Rubber cement holds paper, light materials without wrinkling

Glue it better—this way

Ninty-nine times out of 100, you can join two pieces of material faster and easier with the right glue than with any other fastening device on the market. There's nothing complicated about using glue, if you keep these simple rules in mind: 1. Get the joint ready for glue by removing wax, grease, oil, or paint from the surfaces you'll coat with adhesive. 2. Determine the kind of glue that suits the purpose best. 3. Clamp the joint until the glue dries. Let these pictures show you how you can get stronger glue joints.

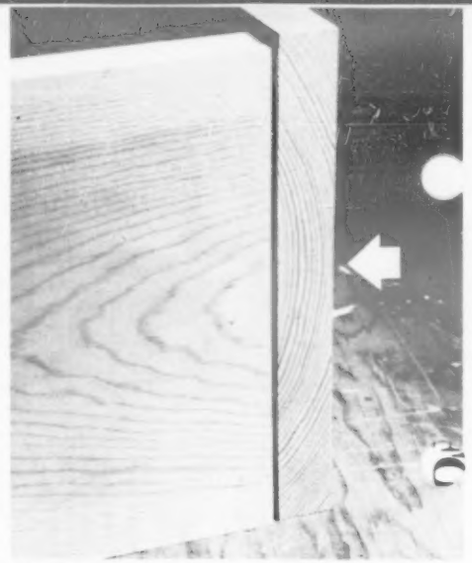
Good glue joints take careful planning

Thin coat of glue is best. Spread it out over glue area, and wipe off the surplus after you clamp up the job. Most glues work best when temperature is 70 degrees or higher. A clean scrap of wood serves as a spreader



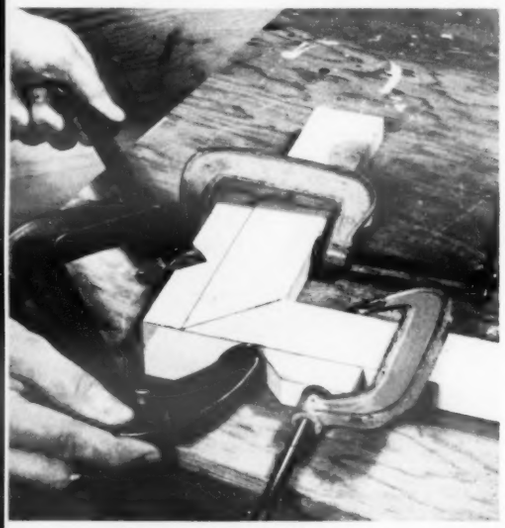
Glue area determines strength of glue job . . . the more surface you coat, the better. Open mortise-and-tenon joint (bottom) gives glue 8 inches more holding surface than butt joint. Plan the joints so you have more glue area

When gluing edges, turn alternate sides of stock up to reduce warping. Turn heartwood side up on every other board, when three or more boards are used. Plastic resin glue is resistant to moisture when set; gives firm bond



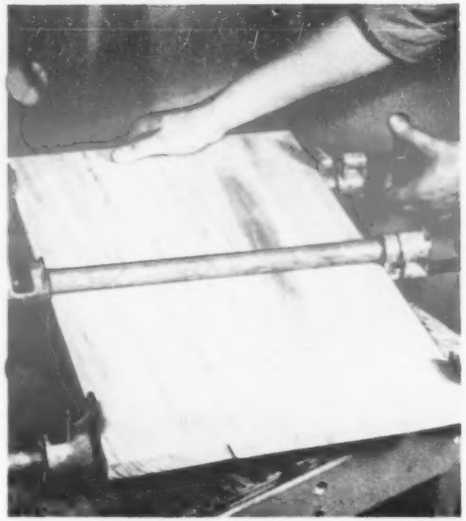
Wood expands more across grain than with the grain when it becomes wet . . . the cause of most joint failures. Assemble the pieces so grain direction is parallel on both pieces (arrow), for the same expansion and contraction

Make your own clamping jigs from scrap wood



Clamping blocks for mitered corners are just two pieces of scrap stock with notches cut at 90-degree angles for the clamping surface. C-clamps are the most versatile of holding devices. They're the least expensive, too

Clamping jig is nothing more than a triangle of plywood with holes drilled through it to accept clamps. Quick-setting glue lets you unclamp job in half an hour or so. It comes in liquid form, needs no mixing, spreads easily



Bar clamps on the front and back of job keep edge-glued wood from buckling. They can be rigged for any length, making them especially handy for wide or long jobs, and where work needs lots of pressure from clamps

Slip blocks reinforce corner joints, usually require no clamping. Saw them out of scrap stock in triangular shape, as shown. Apply adhesive to glue area on block, and slide it along joint to thin out glue for tighter bond

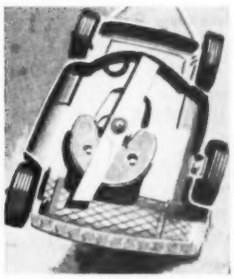
Dowel joints make strong glue joints for fine cabinet work, or where a hidden joint is required. Groove dowel pins with pliers before you apply glue. This keeps air from becoming trapped in hole and pushing the joint apart

Cushion blocks prevent clamps from marring fine jobs, spreads out pressure from clamp more evenly on work. Aluminum foil keeps surplus glue from sticking to wood. Plastic resin glue is powder mixed with water

EASY DOES IT! Now you can keep your lawns clean and leaf-free all fall without raking. The simple Pulverator leaf-mulcher attachment for the LAWN-BOY power mower pulverizes leaves to tiny particles and sprays them out so they drop down among the grass stems.

It's easier and safer to mulch those leaves with a Lawn-Boy!

Leaf-burning is risky at best. And it's hard work. The new idea is leaf-mulching with a LAWN-BOY power mower. And it really works!



P.S. If you're one of the thousands of Americans who now own LAWN-BOY power mowers, you can get the Pulverator leaf-mulching attachment at your nearby dealer's for only $3.95. Only LAWN-BOY makes the Pulverator.

Leaf-mulching, an idea that started out as a post-season feature for rotary lawn mowers last year, this year is literally sweeping the lawns of the country. Leaf-mulching puts an end to your biggest fall fire hazard, the old-fashioned easily scattered leaf fire. And it saves you hours of work.

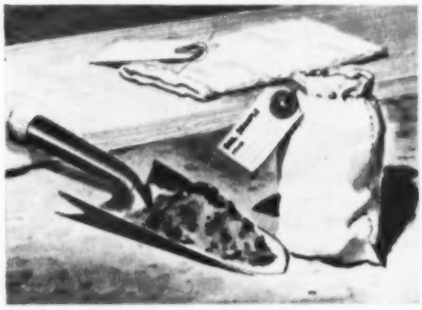
Why work? Why worry? Why burn? With a leaf-mulcher you can throw away your old rakes and leaf-carrying devices. No more worry about starting grass fires on windy days. No more leaf fires to attract small children . . . yours or your neighbors. No more burned up rakes. No more ash piles in the drive or flower beds.

For full details see your nearest LAWN-BOY dealer today.

18 INCH DELUXE — 21 INCH DELUXE — 17 INCH ELECTRIC — 18 INCH ECONOMY

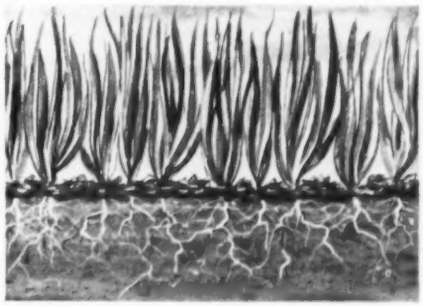
Tips on lawn care

WISE? — No gardener who understands their value ever burns good leaves. As leaves decay into humus, they add to your soil fertility and to the soil texture. Leaves provide nitrogen, potash, phosphoric acid and vegetable matter.



SOIL SAMPLES — Right now is a good time to take soil samples from your lawn and send them to your State Experiment Station for analysis. They will tell you exactly what your lawn needs for a fall beauty treatment.

START NOW! — Early fall is the one best time to start a new lawn or fix up an old one. Weeds are fewer and less prominent, and a little seed will go a long way. Once the new lawn is started, keep leaves off the tender young grass.



WINTER PROTECTION—Good mulch keeps ground temperatures from going up and down in the winter. Stopping the alternate thawing and freezing of topsoil prevents "heaving", saves tender grass roots from winter-kill.

RPM **LAWN-BOY**
ROTARY POWER MOWERS
RPM MANUFACTURING COMPANY, LAMAR, MO.
A Subsidiary of Outboard, Marine & Mfg. Co.

Sheds dirt... stays white
DU PONT HOUSE PAINT CLEANS ITSELF!

Du Pont House Paint starts white . . . stays white . . . keeps your home sparkling white long after ordinary paints have become dull and dirty. That's because Du Pont "40" Outside White House Paint is self-cleaning! Due to the unique blend of pigments and oils, this fine, extra-durable House Paint actually cleans itself under normal exposure to sun, rain and weather . . . provided, of course, that dense shade or excessive accumulations of dust and soot do not retard this self-cleaning process. Du Pont House Paint is also available in a wide range of modern colors. Whether your home is all wood, masonry or a combination of both, Du Pont has the right paint for you! See your Du Pont paint dealer today. He'll be glad to give you free literature on how to paint, help you with your painting problems or recommend a reliable painting contractor.

Du Pont DULUX Trim and Shutter Paint is years ahead of ordinary trim paints. Stays glossy for years with superb resistance to fading, mildew and discoloration. Attractive colors.

DU PONT PAINTS CHEMICALLY ENGINEERED TO DO THE JOB BETTER

REG. U.S. PAT. OFF.

Better Things for Better Living . . . Through Chemistry

FAMILY FINANCE

Are you gambling with your home?

A WINDSTORM that battered Wichita on June 21, 1953, provides evidence that homeowners are gambling they will not be hit. Loss reports selected at random from that storm showed cash value of the homes damaged and insurance carried. Values given below are for the buildings only, and the insurance totals do not include contents insurance.

Actual cash value	Insurance total	Percent coverage
$ 5,000	$ 1,000	20
10,000	5,000	50
22,000	10,000	45
16,000	10,000	62.5
20,000	10,000	50
8,000	5,000	62.5
9,000	6,500	72
1,200	500	41
16,000	10,000	62.5
22,000	16,000	72.7
14,000	10,000	72.8
5,000	1,000	20
11,000	6,000	54.6
7,500	4,500	60
10,600	6,700	62.2
11,500	5,500	47.8
2,000	1,000	50

These homeowners were betting from $700 to $12,000 that they are immune to disaster by fire or windstorm.

By Robert F. Bonomi

How much are you gambling that your home is immune to disaster?

Will your insurance repay the cash value of all you might lose to fire? Will your home go to the auction block if you are found liable in a lawsuit? How much can you lose if your home is burglarized?

Insurance executives say that most homeowners stand a good chance of losing their shirts if their homes are hit by fire, tornado, successful lawsuit, or burglary.

A steady increase has pushed dwelling-construction costs up by more than 110 percent since 1940; they are up 23 percent since 1948, and 13 percent since 1950. American homeowners are putting millions of dollars into their homes each year in the form of TV sets, automatic appliances, kitchen equipment, and food freezers.

If you're like most homeowners, you're gambling that the common disasters of fire, theft, windstorm, or civil suit will pass you up and leave your home untouched. Adequate insurance can protect you from such a financial loss

Because of these rising home-investment values, the men who make it their business to help you protect your assets say many homeowners are dangerously underinsured. They can point to example after example to prove their point.

In Angleton, Texas, a man accidentally kicked over a can of gasoline in the garage of his nearly new home. Fumes reached the pilot light of a gas water heater, and fire broke out. In the confusion, the fire department got the wrong address, and this home, with all its contents, was destroyed. Two insurance companies paid in full, but were $4,000 short of meeting the cash value of the loss.

An early-morning fire swept through a magnificent home at Meredith, New Hampshire. All of the contents were destroyed along with the dwelling. The loss was appraised at $74,000, but the owner was carrying only $24,000 in dwelling-and-contents insurance. The policies paid in full, but his loss was $50,000.

These are not isolated examples. Another insurance man pulled samples from his file. The random choice brought loss reports of a windstorm that battered Wichita, Kansas, on June 21, 1953. The homes suffered only small damage. But the reports showed a startling discrepancy between cash values and the amount of insurance carried. In the first 17 reports, no homeowner had insurance for more than 73 percent of the cash value of his home. Men who work with the reports say the sample was typical and would be the same for any city.

To make certain you are not among the gambling homeowners, your best bet will be a well-organized insurance program. But what kind, and how much?

Four types of insurance

There are four types of insurance in which you will be interested. They are: Fire insurance on the dwelling and its contents. An extended-coverage endorsement to insure against other hazards of nature and of man. Protection against the loss that can come from theft. And a bulwark of financial aid if a damage suit results because someone is injured on your property or by an unintentional act of a member of your family.

You will want to check your insurance needs with an agent or a broker who can help you choose insurance to fit you.

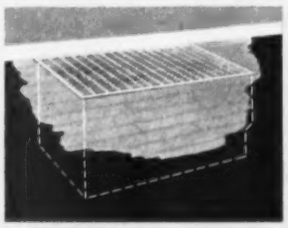
The reimbursement you receive from an insurance company after a fire (or other insured loss) depends upon several things: 1. The *extent of coverage* provided in your policy and endorsements. 2. The *amount of coverage* provided. 3. The *actual cash value* of the loss.

If you are carrying fire insurance and your home is hit by a windstorm, you cannot expect [*Turn to next page*

HERE'S *Modern Heat* FOR *Modern Times!*

upstairs . . . downstairs . . . all through the house . . .

Building a house? Remodeling? Whatever your heating problem, Temco has the answer. Temco Gas Wall Heaters, such as the one shown above, are designed to add to the attractiveness of the modern home. They fit between standard 16" studding, upstairs or down, and are ideal for slab foundation houses. Temco Gas Floor Furnaces (inset at right) are powerful, compact units which fit into the floor, eliminating the need for costly duct work. Temco Gas Floor Furnaces and Wall Heaters both are engineered to operate at low cost on all type gases. *Send coupon below for details.*



TEMCO, inc.
NASHVILLE, TENNESSEE
Builder of over 1½ million gas appliances

TEMCO, Inc., Dept. B-663, Nashville, Tennessee

Please send me free literature on TEMCO Gas Floor Furnaces and Wall Heaters.

Name .....

Address .....

City ..... State .....

I couldn't see a thing but those lights . . .

But my Hartford Automobile Liability Insurance saw me through the trouble that followed

(Based on Company File #NY336KAL2443)

It was Saturday, just before midnight. The rain and fog made visibility pretty poor.

When those lights first showed, I slowed down. Closer now, they hit me full in the face. Too late, I realized I was headed straight at that other car!

A second later we crashed. Everybody in both cars needed medical attention. When my insurance agent got word, he acted fast. The accident was immediately reported through Hartford Night Claim Service.

Early the next morning—Sunday—four Hartford Accident and Indemnity claim service men set up headquarters in my agent's office. Claimants in half a dozen communities many miles apart had to be interviewed. But by Wednesday, settlement of all claims had been arranged.

I was impressed by the manpower assigned to this job. And by the considerate way in which everybody was treated. The service I got couldn't have been faster, couldn't have been better!

Hartford is set up to work fast when you're in trouble.

It makes no difference where an accident happens. Five miles from home—or five hundred—our men can always get to your side quickly.

There are over 15,000 Hartford Fire and Hartford Accident agencies, and 202 Hartford Accident claim offices. Count on them for courteous, competent help any time you need it.

Have your Hartford Accident and Indemnity Company Agent or your insurance broker check *your* insurance today.

Year in and year out you'll do well with the

Hartford

Hartford Fire Insurance Company • Hartford Accident and Indemnity Company
Hartford Live Stock Insurance Company • *Hartford 15, Connecticut*

Are you gambling with your home?

Begins on page 168

that insurance to pay for your loss.

Do not expect to profit from any disaster. Insurance is designed to protect you from financial loss, and to help you restore or replace lost or damaged property. If a lost or damaged article is not worth replacing or restoring, it has little cash value. Insurance policies are written so you will be paid the cash value of loss up to the face value (limit) of the policy.

Standard policies

Standard policies do not provide payment of damages resulting from warlike actions. Atomic explosions have found their way into insurance policies; the extended-coverage endorsement defines an atomic explosion as "conclusively presumed to be such hostile or warlike action. . . ."

The standard fire policy provides payment of direct losses resulting from fire and lightning, or for damage resulting from moving an insured item from fire danger. If you have a fire, do not delay protecting property exposed to the weather as a result. Insurance will pay for damage resulting *directly* from the fire, but not for damage suffered because property was left exposed.

Every policy has a number of exclusions and conditions. Read your policy carefully, and you will understand most of these. If you have questions, ask your insurance agent, broker, or state insurance department.

An "extended-coverage endorsement," commonly attached to a fire policy for a moderate premium increase, will reimburse for cash losses resulting from "windstorm and hail, explosion, riot, riot attending a strike, civil commotion, aircraft, vehicles, and smoke." (The endorsement will vary with states. In some states, windstorm coverage has a $50-deductible clause. Or the $50-deductible feature may be optional, and for a higher premium, all windstorm damage will be insured.)

Terms vary by states

The "additional extended-coverage endorsement," a further addition available if the extended-coverage endorsement is attached, gives protection from still more hazards. Terms may vary with policies and by states, but the coverage can include "water damage from plumbing, heating (including air conditioning) systems; rupture and bursting of steam or water-heating systems; vandalism and malicious mischief; damage from vehicles owned or operated by the insured; falling trees; objects falling from the weight of ice, snow, or sleet; glass breakage; freezing of plumbing, heating, air conditioning, and domestic appliances; collapse and landslide." This endorsement also contains a $50-deductible clause, but the insurance comes to the rescue to help meet extraordinary costs.

These "extended-coverage" endorsements do not increase the amount of insurance, but they extend insurance to protect against more hazards.

You can *increase* your coverage through the purchase of a *replacement-cost* endorsement. This requires a higher premium and that you have your home insured to at least 80 percent of its replacement cost. The endorsement will provide for rebuilding, so you do not have to worry about depreciation. The standard fire policy pays replacement cost, less depreciation, up to the face value of the policy. The replacement-cost endorsement will do a job for you only if you are insured to the required total.

Only carry amount to replace

Whether you choose the standard policy or the replacement-cost endorsement, there is no advantage in carrying *more* insurance than the full replacement cost. All policies carry an "apportionment clause," which requires each company to pay only in proportion to

[*Turn to page 172*

"Did you get a load of that thing she tried to sneak us past?"

ROOF: *Alpine Blue Blend*
SIDING: *Weathered White*
TRIM: *Blue and Brown*

ROOF: *Deep Red*
SIDING: *Mission Ivory*
TRIM: *Blue*

color-style your home

this exciting new RUBEROID way

ROOF: *Slatetone Blend*
SIDING: *Coral*
TRIM: *Green*

Let the magic of color give your home a new look outside. Choose colors you can't find in a paint can . . . colors that *stay* colorful. End drabness . . . and end upkeep for keeps!

You can do all that easily and economically with Ruberoid's new decorator line of asphalt roof shingles in beautiful colors and blends and Color-Grained Asbestos Siding . . . the modern "shake-textured" fireproof sidewall material in two-tone colors that stay bright and never need paint!

Select harmonious combinations of roofing, siding, trim and accent colors the easy, sure way . . . with Ruberoid's "Colorator" . . . the new exterior color selector. See Ruberoid decorator roof shingles and Color-Grained Asbestos Siding at your Ruberoid dealer. Send the coupon for your free copy of the "Colorator" now.

ROOF: *Twilight Blend*
SIDING: *Moss Green*
TRIM: *Green*

Be your own color consultant send for the "Colorator"

Guaranteed by Good Housekeeping

The Ruberoid Co., P. O. Box 129
New York 46, N. Y.

Please send me a free reproduction of the "Colorator" which can be cut apart and used to select harmonious color combinations. Also send descriptive color folders on

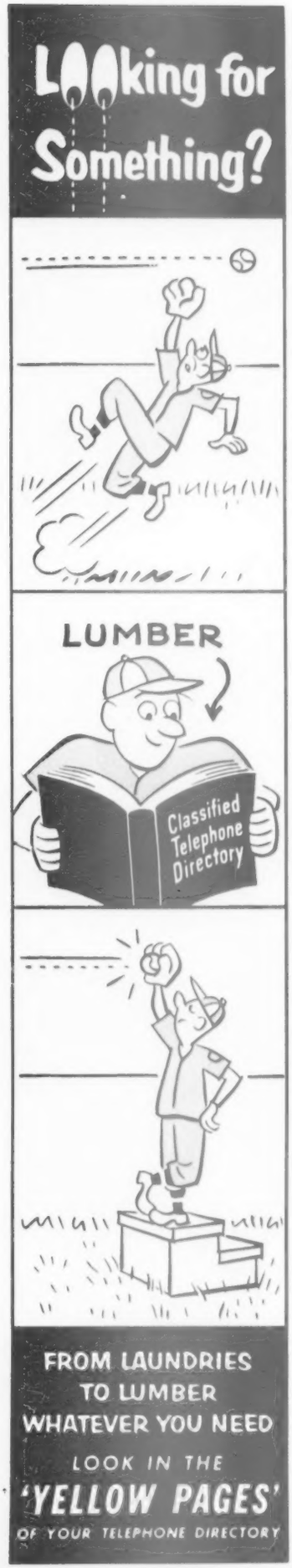
☐ Asphalt Roof Shingles ☐ Color-Grained Asbestos Siding

Name _____
Address _____
City _____ Zone _____
County _____ State _____

BHG-9

The RUBEROID Co.

Asphalt and Asbestos Building Materials



Are you gambling with your home?

Continued from page 170

its share of the total insurance carried. If you are carrying two $20,000 fire policies (each with a different company) on the same $20,000 home, and that home should be destroyed by fire, you would collect only the cash value of that home—that is, replacement cost less depreciation for age. (In some states the insured value is, by law, the cash value.) You would *not* get $40,000, even though you had been paying premiums on that much insurance. In this case, each insuring company would pay one-half of the cash loss.

In most states, the windstorm clause of an extended-coverage endorsement will pay for repairing a storm door damaged by a winter gale. But the vehicle clause will not pay for damage should you ram the hood of your car through the back of the garage. The additional extended-coverage endorsement, if you have it, will take care of all but $50 of the garage repair.

The windstorm section of the extended-coverage endorsement was of great help to Michigan and Massachusetts homeowners whose houses were battered by sandstorms in 1953. These homeowners did not have to bear the entire cost of replacement, but they did suffer when losses exceeded insurance.

In contrast, insurance men still shake their heads when they think of the faith citizens of Waco, Texas, placed in the Indian legend. It said the city would never be hit by a tornado. When winds twisted a path through Waco, most homeowners were without windstorm insurance.

Although insurance men say "a paid claim is the best advertising we can get," no company can pay a claim for damage not covered in a policy. Regulation and examination by state governments limit the payment of claims. The companies can only meet contract provisions. State insurance departments also supervise phraseology of policies and advertising, and require reserves sufficient to meet expected claims.

What's right for you?

You will want your possessions insured against the usual hazards of nature and man; that takes fire, extended-coverage, and theft policies. Standard theft policies often cover only certain amounts on such items as uncut gems, jewelry, manuscripts, and furs. If you have valuable articles of this kind, or valuable art objects or collections, discuss special protections with your agent. There is a "fine arts" policy for insuring rare art or irreplaceable articles.

There are some policies that permit you to list several specific things, insuring all against the same dangers. The articles are listed for value and identification. You would be reimbursed only for the loss of those particular articles.

There also are insurances termed "personal-property floaters." They provide practically all-risk insurance (except war, damage by moth or vermin, wear and tear, and inherent vice) on all of your personal property, wherever you may have it. These are termed "floaters" because the property may move (or float) to various locations. Premiums for "floater" insurance are greater than for fixed-object insurance; the items are subject to many additional risks.

Why theft protection?

Burglars will take almost anything they can carry that has a resale value. Look around and total the value of articles a prowler might easily remove and sell—small appliances, jewelry, guns, a typewriter, cameras, furs, silverware, even ordinary clothing. Can you afford to replace them?

In addition to helping you replace stolen articles, most theft insurance will pay for repairing damage done by the thief who breaks into your house. It pays for stolen items, even if there is not forced entry. Common theft insurance covering items stolen from automobiles does, however, require evidence of forcible entry into the car.

Protect investment

All the care you have put into planning your investments may go for naught if you must meet a court judgment in a personal liability suit. Financial-responsibility laws of many states encourage purchase of auto liability insurance. If you own an auto, you probably have a policy to protect your possessions, should you be responsible for an auto accident.

In determining your need for personal liability insurance, consider what might happen to a guest in your home, or to someone on your property. Falls bring many injuries each year; any of a thousand things could happen. Relationship to the injured might not prevent a suit.

In an Eastern city, a man was sued for $25,000 by the estate of his father-in-law. The 80-year-old man was found dead in a bathtub at the younger man's home. The elderly visitor had begun to take a bath. Apparently he was unable to shut off the hot water. The suit alleged the younger man was negligent in operating his water heater.

There is no yardstick to measure the amount of liability insurance you might need. You cannot guess what kind of an accident can happen, who may be injured, or how serious the injury will be.

Liability insurance is surprisingly inexpensive. For about $20 a year, you can have comprehensive personal liability insurance to pay judgments of more than $250,000. It will also provide up to $250 in medical care for each person injured on your property, whether or not you are responsible. In contrast, liability protection to only $10,000 (but having the same medical provisions) costs $10 a year. You can buy a larger medical-payment provision if you wish.

These policies do not provide protection for your professional or business activities. You will require special insurance for that.

Package policies

New ideas in the home-insurance field are making it easier to build a defense against financial disaster from hazards of nature, theft, or civil suit.

A new "package policy" of basic insurances for homeowners is being adopted by many companies. It is not yet available in every state. But your agent, insurance broker, or state insurance department can tell you whether it is available to you.

(The package policy is what the insurance industry calls a "multiple-line" policy. It contains insurances that traditionally were written by separate companies. It also establishes insurances for items that previously were parts of other policies. Some states have not yet approved multiple-line policies for dwellings and their contents.)

The package policy wraps up the needs of the homeowner for three years in the fields of fire and ex-

[*Turn to page 215*

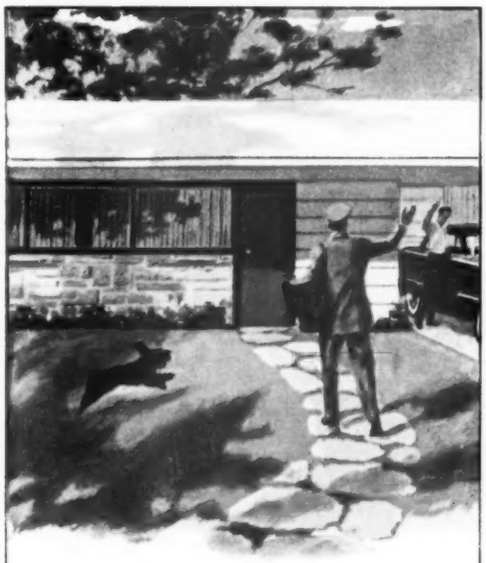
"Here I go again, now, Daddy, WATCH!"

Her twin sister lives in the air conditioned house next door!

"Must you live in an air conditioned house to know how wonderful it is? Not me," said Nancy Cook. "I learned by watching my sister and her husband build their house next door to ours in Memphis. A Weathermaker Home, Sally and Jim called it."

"They installed a Carrier Weathermaker* air conditioner. It isn't any bigger than our furnace, but it heats in winter, cools in summer and keeps their house comfortable all year round. And it cost them very little more than a good heating system!"

"We thought we were saving money," said Nancy, "by doing without air conditioning when we built. But by the time we added a breezeway, movable sash and screens, porch and attic fan, our house cost as much as Sally's Carrier air conditioned one!"



"And I really like Sally's house better than mine," said Nancy. "Her architect grouped the windows, made the floor plan more convenient and provided extra storage space . . . all because hers is a Weathermaker Home planned around the air conditioning."

"Nights," said Nancy, "I'd see the lights blink out in Sally's house long before we could get to sleep. Mornings, I'd kiss my yawning husband good-bye and see Sally's march off bright and chipper. Days, well, I went over to Sally's house!"

Here's good news for Nancy (and you). Carrier has developed a new Conversion Weathermaker that adds summer cooling to your present furnace. Look for the Carrier dealer in your Classified Telephone Directory. Carrier Corporation, Syracuse, N.Y.

Names are fictitious, but the story is based on fact

*Reg. U.S. Pat. Off.

FIRST NAME IN AIR CONDITIONING Carrier

Tommy's balloon went down the toilet bowl. Then came trouble . . . a plugged-up sewer line. The plumber used his snake-like auger to clean out the line. The probing head of the reamer went right through the wall of the pipe. But then, how was the plumber to know it wasn't metal pipe?

CAST IRON CAN TAKE IT!

Ream away on cast iron! It can take it. ***Permanent* Cast Iron Pipe and Fittings** are structurally strong, don't absorb moisture, swell, bulge, disintegrate, crush, or admit roots! The *only* material permitted by *all* municipal plumbing laws both inside the house and underground to the street sewer.

What about your house?

Balloons in the wrong place have actually been a plumber's problem. If you own a home—you will want to know how to treat your hidden plumbing investment with respect. If you're planning to build, make the first plumbing cost your last. Send the coupon today for "What You Should Know About Plumbing Drainage".

CAST IRON SOIL PIPE INSTITUTE

The Mark of Quality and Permanence

CAST IRON SOIL PIPE INSTITUTE
Heurich Building Dept. BHG-9
1627 K. Street, N.W.
Washington 6, D.C.

Please send me FREE — your booklet "What You Should Know About Plumbing Drainage."

Name _____
Address _____
City _____ State _____

Add a room for all the family

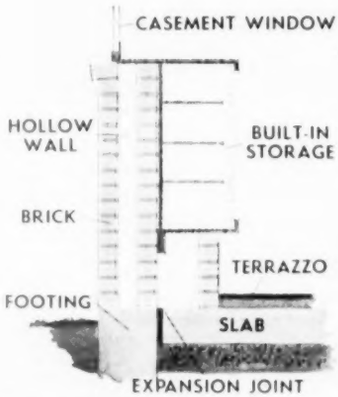
Addition is entered from living room (background) and doors off left. Sliding-door cabinets, shelves store room air conditioner, books, records, dishes. Room is used for summer dining; kitchen is nearby

Though addition is Modern (window-walls, sliding glass doors, wide roof overhang, clean simplicity of lines), it's still in character with Traditional house

If you were adding a room, what would you consider—a sewing room for Mother, hobby room for Dad, playroom for the children? Or, like the Irving Goldbergs of Dallas, Texas, hit on a true family solution—a 29x18 activities room that's all this wrapped happily in one?

The addition eases the strain on the main house. Now there are two entertaining and relaxing centers. Architect: Howard Meyer.

Photographs: de Gennaro. Data: Dorothy Monroe

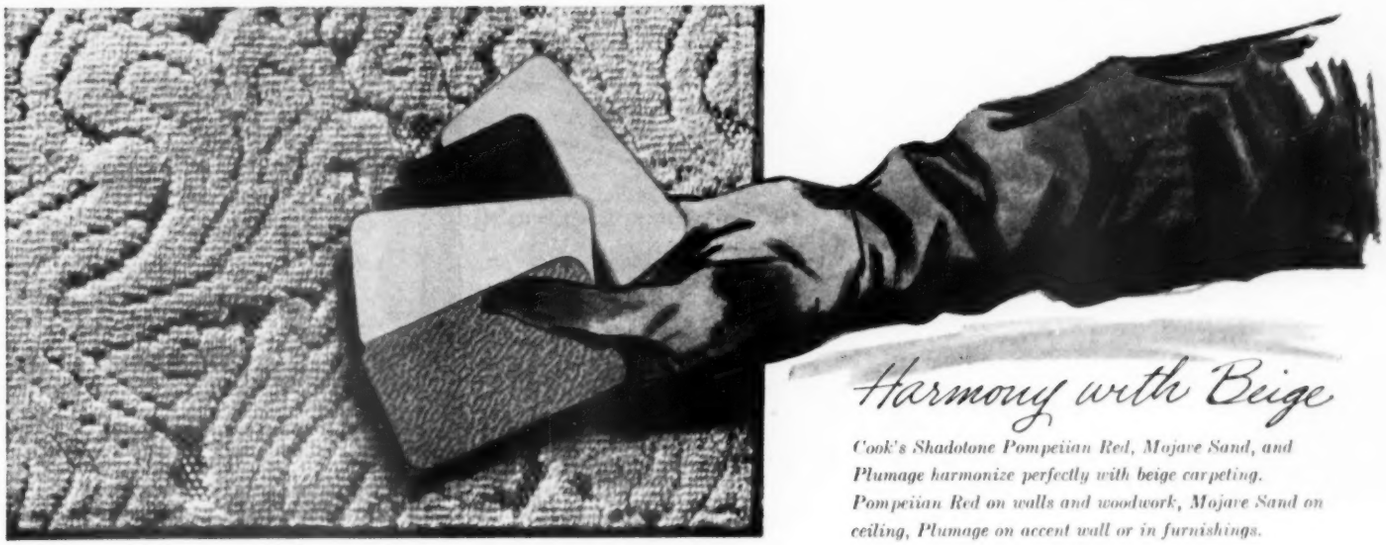


Cut-away view of hollow-wall construction shows how storage unit serves as sill of windows. Terazzo floor, exposed brick take hard knocks, need little care

Open, friendly feeling is achieved with big glass areas, high ceiling, quiet harmony of colors and textures. Sliding glass doors, informal furnishings, bamboo curtains enhance outdoor relationship. Windows have fixed and ventilating glass, screens for full benefit of summer

Harmony with Aqua

Beauty of aqua rug is enhanced by these Cook's Shadotone colors: Siamese Pink for accent wall or furnishings, Cool Rain for walls and trim; Turquoise for ceiling. This is only one of Cook's many correct color harmonies with aqua.



Harmony with Beige

Cook's Shadotone Pompeiian Red, Mojave Sand, and Plumage harmonize perfectly with beige carpeting. Pompeiian Red on walls and woodwork, Mojave Sand on ceiling, Plumage on accent wall or in furnishings.

COOK'S SHADOTONE gives you paints

Actually Keyed to Your Rug

EASY TO APPLY. Whether you do it or engage a painting contractor, whether you use a roller or a brush — Cook's Shadotone flat and satin enamels give you a perfect job every time. They spread easily, and they spread up to 25% farther — thanks to Cook's exclusive AR-2 ingredient. Get yours now.

Now say goodbye to two of decorating's most annoying problems—*selecting* the right colors to go best with your rugs, carpeting or floor coverings, and then *finding* the paint colors to match them.

We've solved both problems with Cook's Jewel Case of Colors! For each of today's 21 most widely used rug colors, Cook's Color Control Staff has developed from four to eight correct color harmonies like those illustrated above. And every one of these colors is available in both flat *and* satin Shadotone finishes!

Moreover, loose chip samples of both the rug and paint colors, together with a holder which helps you visualize their effect in use, are yours for the asking.

Remember, Cook's Shadotone Enamel is the only enamel with AR-2* to make it as odorless as an orchid and as washable as the dishes. At Cook Paint Stores and Dealers everywhere in Mid-America. See Shadotone's hundreds of colors soon.

**Cook's exclusive alkyd-resin vehicle.*

© 1951

COOK'S PAINTS

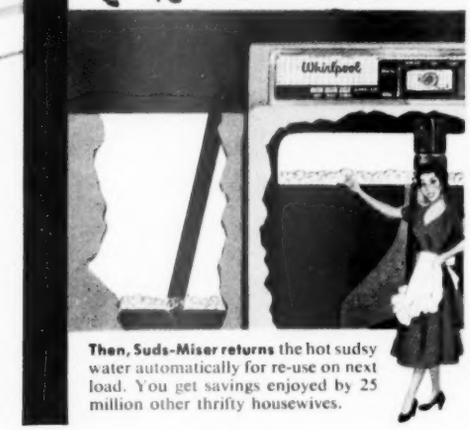
Factories: Kansas City, Detroit, Houston

Save half on soap and hot water, automatically!

WHIRLPOOL with exclusive SUDS-MISER*

*(optional—soon pays for itself)

Suds-Miser draws off sudsy water at end of wash-cycle . . . while Whirlpool completes its thorough rinsing and damp-drying.



Then, Suds-Miser returns the hot sudsy water automatically for re-use on next load. You get savings enjoyed by 25 million other thrifty housewives.

with Guide Lite Control of every famous Whirlpool feature!

Take a look at the one washer in the world with fully automatic Suds-Miser economy—plus fully illuminated *color-control* of the gentlest, most thorough washing known!

See how efficiently the glowing Guide Lite panel reports the progress of total cleansing Agiflow Washing Action. Keeps you posted, too, on Whirlpool's famous Seven Rinses that give clothes so much extra sparkle, yet use less water. Lets you check on correct water level and temperature for each bright-fresh Whirlpool washing. And new Delicate Fabrics Guide lets you launder with protective *fine-timing* . . . assures the safest care for your sensitive modern materials.

There's a Whirlpool automatic washer just right for *your* home, *your* pocketbook. Prices start as low as $199.95 (slightly higher in some areas). So, see your Whirlpool dealer *soon*. Look him up in the phone book's Yellow Pages, or write us for his name. Whirlpool Corporation, St. Joseph, Mich. In Canada: John Inglis Co., Ltd.

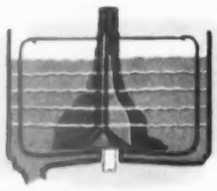
Whirlpool

WORLD'S LARGEST MANUFACTURERS OF WASHERS, DRYERS, IRONERS

© W. C. 1954

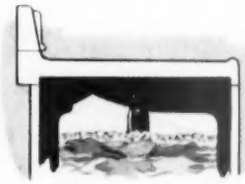
Your clean wash is kept clean

Free-Flow Drain whisks wash-water directly out through 1,199 openings in the Whirlpool tub . . . never forces dirt back through clean clothes.



Save on Partial loads, too

Never a drop of water wasted, with Whirlpool and Select-a-Level Control. Just choose the *right* amount of water for *any* amount of clothes.



Wash freshness into clothes . . .

. . . as dirt's washed out! Exclusive Germicidal Lamp beams sun-like rays through suds, water, garments. Gets your wash so sweet and pure.

Whirlpool Imperial Washer and Dryer styled by Sundberg-Ferar

Fluffy potatoes. Mixer whips them up light as a cloud. Just leave the potatoes in their cooking pan and put mixer to work at low speed. When potatoes are broken up, add butter or margarine, hot milk, and seasonings. Mix at low speed till there's no danger of splashing, then raise the tempo. Right- or left-handed folks can snap central switch on handle with equal ease. This mixer stores on a wall bracket, in handy reach

Little mixers do big jobs

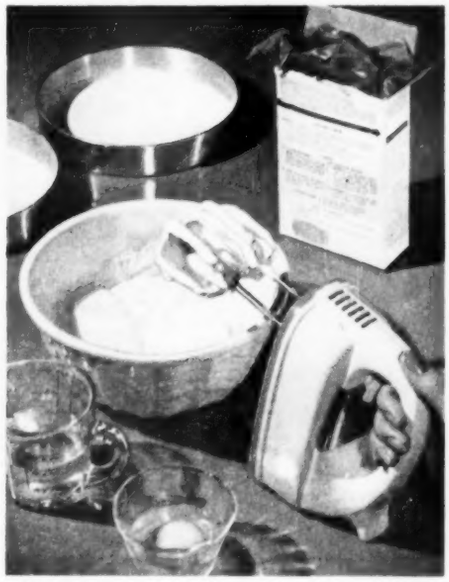
THESE PORTABLES will mash potatoes, stir up a cake, beat frosting. They'll work in any pan or mixing bowl. Or, to whip small amounts, you can use one beater in a measuring cup. After job's over, mixer goes out of the way—on the wall or in a drawer. In the pictures, you see these lightweight helpers in action

Triple threat. This helper boasts three beaters. The twins in action here whipped up those dishes of instant pudding, are now busy on the cream. Want to whip just a tablespoon or so of cream? Then use the flat agitator at right. Mixer comes in gay colors—red, yellow, blue, gray, green, ivory

Photographs: Nelson, Photography, Inc.

Zippy mayonnaise. Your family will go for that smooth creaminess, that just-right flavor. Mixer comes off its handy wall holder to beat in the oil. You use the high speed for this job.

Use your mixer on other tiring tasks, too—like creaming butter, whipping malteds.



Mix up. Little portable saves your arm, speeds cake ovenward. Tilt mixer back on its heel while you add remaining ingredients—batter on beaters will drop back in bowl, not on the table.

Store mixer on wall or in kitchen drawer; first wind cord around base of mixer.

Fluff up. Those billowy egg whites are headed for a mighty-good lemon chiffon pie.

Speed regulator on the handle shows at a glance the setting to use for each job—beat, stir, blend, whip, mix, and fold.

More on page 207

Back-door bath for a family of mudlarks

Children and dirt somehow seem to go together, but there comes a time when the two should be separated. With a back-door bathroom like this you can catch youngsters' dirt-filled cuffs and sandy shoes before they get emptied throughout the house. The floor in this room must take a beating, so the natural choice is Armstrong's Linotile—the easiest of all Armstrong's resilient floors to keep clean.

Grit won't grind into Linotile's exceptionally dense, smooth surface. Dirt whisks away with a damp cloth—and all the care this exclusive Armstrong Floor ever needs is occasional washing and waxing. Linotile has no backing, so its beauty goes all the way through the tile. You can be sure your floor will stay new looking for years.

With the bold, dramatic graining and rich, clear colors of its Linotile Floor, even a practical bath like this is attractive enough to serve as a powder room for guests. It costs very little extra to combine several harmonizing Linotile colors to make a custom-designed floor. Because tiles are laid singly, design possibilities are almost endless. See your flooring dealer soon about a colorful and practical Armstrong's Linotile Floor for your home.

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First steps

Every youngster is thrilled at the prospect of starting school, but fearful of its strangeness. This is the first step in the great adventure of learning, and the first important membership in society. Here's how you can make school understandable and appealing and prepare your boy or girl for the "big day."

By Marguerita Rudolph

The writer is a nursery-school teacher of many years' experience and author of the recently published book, Living and Learning in Nursery School

Starting school at the age of 4½ to 6 is one of the biggest events in life. It is remembered by every adult many years hence. Why? Because the experience is the first step in leaving home and the first important membership in society. Children sense, without being told, the social importance of school.

"Next year, when I am 5, my daddy said I am going to public," said Peter proudly. His friends understood perfectly that he meant public school, and supported him in his expectations: "Me, too!"

But while they recognize its importance, young children feel a reservation about the newness of the big event.

How to relieve the strangeness of entering kindergarten or first grade and make school understandable and appealing is one of the first concerns to parents.

To avoid confusion and worry on first days, a child needs familiarity with such things as the way to school, the rooms, even the proper doors inside.

A little girl who is going to be in first grade this fall asked her mother if they have the same tables and chairs in public school as they do in nursery school. Since her mother hadn't seen first-grade equipment since her own school days, she thought tables and chairs were stationary! Fortunately, she asked a current school parent, and was able to give her child accurate information.

A parents' group in Valley Stream, Long Island, organized with the school principal a get-acquainted program. All beginners registered in the spring are invited. Parents bring their children and stay through the session.

The children go to the auditorium to be welcomed by the principal and a teacher, and to see a movie (about a child going to school). Then they visit kindergarten and first-grade classes. After this, they go to a classroom, where they inspect and handle class materials.

They go home feeling very happy about school. All summer, the children look forward to school, where they had such an agreeable visit.

The mothers benefit just as much. They are pleased to

to school

Photograph: Pease

When a child starts school and meets his teacher, he is meeting his first authority outside of his parents. Because a good positive relationship with the teacher is so basic to the child's happy schooling, an approving attitude on the part of his parents is very important

learn that kindergarten and first grade are much more attractive than they were 20 or 30 years ago.

In communities where no such program exists, parents should acquaint the child with the physical setup of the school and the basic rules. Perhaps mother can visit during an open house, and thus be able to describe the classroom and activities to the child.

One of the impressive (and sometimes upsetting) aspects of school is becoming a member of a group. For a child who has lived only with his family, to find himself one of a class, without special attention, is not always easy. The best preparation for school would be experience in nursery school or a play group. Such group experience will help the child feel safe and comfortable in a larger class.

To be thrust into a class of 40 or 50 children without any previous group life might mean learning conformity and compliance without much social experience. By 5 or 6, a child is usually ready and willing to establish himself as a group member, to learn of social requirements and rules, to know what's fair to others, to enjoy some leadership, and to adjust to authority.

Often when a child meets his first teacher, he is meeting his first authority outside of his parents. [*Turn to next page*

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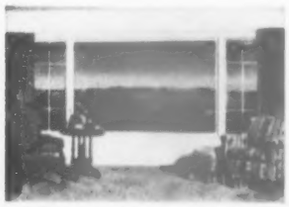

Curtis Silentite double-hung windows —shown here with a Curtis picture window—have patented "floating" weather-stripping to cut fuel costs.

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First steps to school

Begins on page 178

A good relationship with the teacher is basic to the child's adjustment; a positive attitude on the part of his parents is very important.

Don't judge the teacher too hastily. A teacher who appears to be "too strict" but who is, at heart, caring, may prove to be fair and consistent. One who seems young and inexperienced, but who is well trained, may be adored by the children and prove to be quite able.

If a child hears his own parents criticize his teacher, he is apt to be confused in his relationship with that teacher.

Obey the rules

Another point in the parents' positive attitude toward school is intelligent regard for the school's rules.

When Mr. and Mrs. Landis learned their son was one week too young to enter first grade, and therefore had to attend kindergarten, they were very upset. "Do you realize what that means?" they cried. "Our child will be losing out by a whole year!"

This made the youngster feel that kindergarten was a very babyish place to be, and he was reluctant to go to school at all, giving the parents cause for further complaint.

After this initial trouble subsided, kindergarten proved to be perfectly suitable for this 5½-year-old.

Acceptance of school rules has nothing to do with parents' concern over the school's real limitations, or efforts to improve the school for *all* children. Children, too, can understand such concern, but only after their personal adjustment to school has taken place.

The younger the child, the more it is necessary for him to feel absolutely sure he will get safely home after school.

Children are often concerned also about getting *to* school on time. Children's sense of time at this age is still quite limited. Emotional factors can easily upset even that limited sense. A grownup's help is therefore very desirable.

There is so much responsibility in starting school!

Although 5- and 6-year-olds, with support from their parents, are generally able to meet it pretty well, once in a while, they will act "babyish." A child who is thought to be independent is apt to cling to mother and want to cuddle up. At such times, his parents should not overdo telling him, "You are a big boy, now. You go to school, so don't act like a baby." Acting "grown-up" at school is far from automatic. Occasional, comfortable lapses into babyish behavior are perfectly normal.

Will get attention

A big step is taken by parents, too, when their child first goes to school. They have to let go of some of their protectiveness and apprehensiveness that their child will not receive *all* the attention he deserves.

Of course, he might not, depending on the school and the teacher. But even if he doesn't, it is likely that he will get enough attention to overcome initial troubles and enjoy school.

I've heard this about 5-year-old Mary Ellen, who has been a month in school:

"Oh, Mommy!" she confided at bedtime. "Tomorrow when I get up, there is going to be a big sun shining. You know why? Because I am going to school tomorrow. And the day after tomorrow, there is going to be a bigger sun shining! You know why? Because, day after tomorrow, our class is going to a farm."

Yes, starting school is a big and sometimes difficult event. But in today's communities with good schools and trained teachers, it spells the first step in the great adventure of learning. Schooling and learning, in the words of Mary Ellen, is exciting and "sunshiny."

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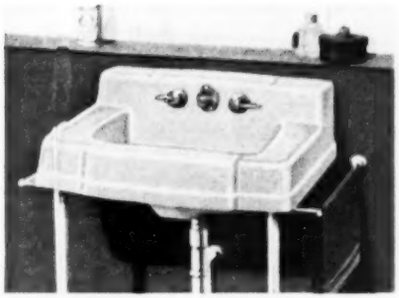

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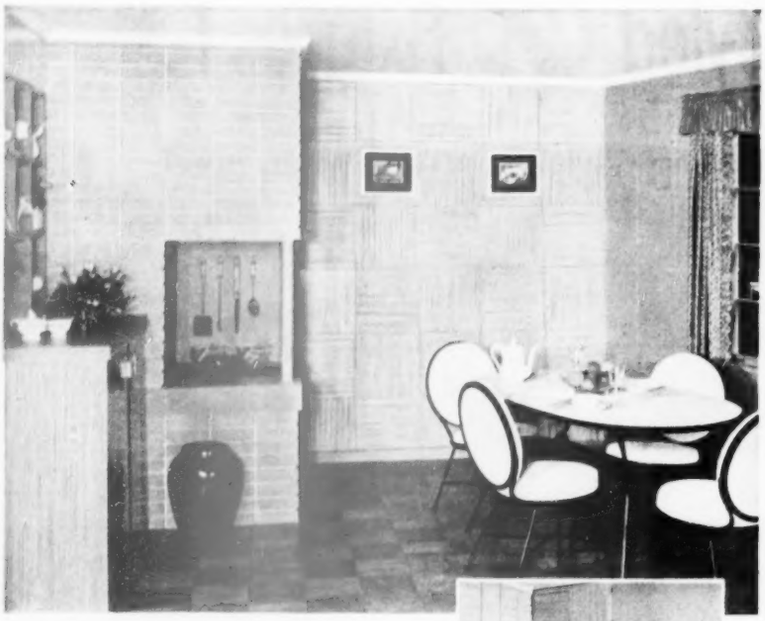

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How to do outside

Proper preparation is key to success

Remove shutters, screens, screen doors, and storm sash. It's best to store them away in a dry place and paint them when you're finished with the house. Or you can paint them when rain keeps you from working outside. Replace all loose putty and broken glass in the storm sash; make necessary repairs on screens before you paint them

Loosen light fixtures and take off house numbers so you can paint behind them. It's much easier and faster than trying to "cut" around them with a paintbrush.

Planning to refinish them? Then do it before you put them back on the house, to prevent splattering the siding with a different color of paint. Use screwdriver and pliers to remove them easily.

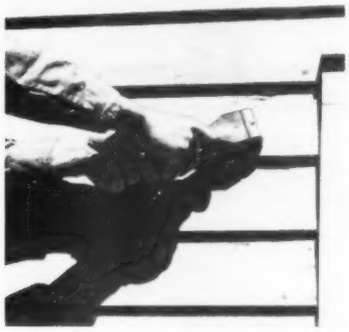
Prime metal surfaces with aluminum paint, red lead, or special metal primer after you've thoroughly cleaned off all rust with a wire brush, steel wool, or sandpaper.

Wire brush on an electric drill speeds the job. Priming keeps the metal from rusting again before you apply finish coat, and insures a good bond of both primer and finish.

painting

Begins on page 11

Scrape and dust to make paint stick



Scrape off loose paint and use sandpaper to "feather" smooth the edges of old paint film around the spots. Apply the priming coat promptly to keep out the moisture.

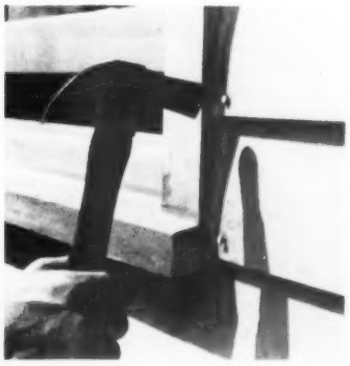
Repaint spots with as many coats as necessary, to blend them in with the surrounding painted area. If any new wood replaces rotted or damaged boards, cover knots and sappy streaks well with aluminum paint or knot sealer.

Dust siding and other surfaces to remove loose dirt. An old paintbrush was used here; a dusting brush you can carry with you is a good investment. Calk all cracks, fill nail-head indentations.

Do not calk or putty on bare wood. Prime it first with linseed oil. If putty is used ahead of primer, oil soaks into the wood, leaving the putty dry and crumbly.

Calk all cracks and holes around the window and doorframes, and where the foundation meets the siding, *before painting*. Check for rot where the wood touches ground.

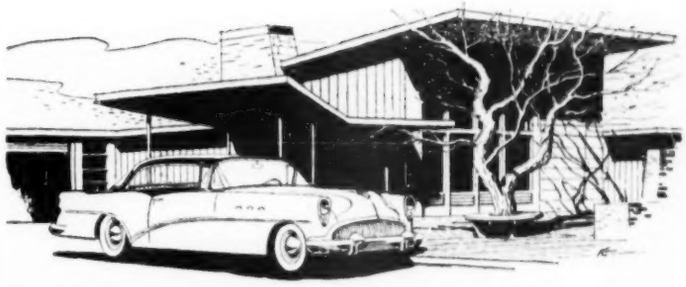
Also check joints between wood and other building materials and at any spot where moisture is likely to collect. Replace rotted boards with new ones and prime them to keep the moisture out.



Loose nails in siding and casings should be driven back in. Renail, if necessary; fill nail holes with putty.

A mildew problem? Then this stunt may help you out: Wash surface with a solution of 1 pound of trisodium phosphate in a gallon of water. Rinse with clear water. Check on antimildew paints if your problem is especially great.

More on next page



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How to do outside painting

Continued from preceding page

Start at top of your house and work down

Undercoat edges of weatherboarding first, making sure cracks are filled with paint.

Never dip the brush into the paint more than a third of the length of brush bristles. Otherwise, excess paint will "load up" in the heel of your brush, and it will run down the handle into your hand.

Let brush handle rest between thumb and index finger.

Work paint into the corners with tip of brush. It should contain enough paint to seal the cracks. Don't bear down too hard on it . . . let the paint do the work for you.

Remove excess paint from the brush by "slapping" it gently against the side of the container. This way, you carry more paint on the brush without dripping.

Spread paint thoroughly, working it into cracks. Swing brush with wrist, not elbow and arm. The thickness and smoothness of paint is controlled by quantity in brush.

Start painting at an upper corner and work from top to the bottom. Paint with grain of wood, using the tip of the brush to work the paint out, as shown.

Tip of brush, with long and leveling strokes, smooths out paint. Avoid ridges and lap marks by brushing from corner out or from edge of work in toward the wet paint.

Complete entire section of the surface you're painting, stopping only at corner or joint in board. Never paint if surface is wet, or if weather is colder than 40 degrees.

More on next page

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How to do outside painting

Continued from preceding page

Putty window this way to check moisture

Remove loose putty first with your putty knife. If it is old, but not cracked or loose, it isn't necessary to take putty out. Dust and prime before you reputty window.

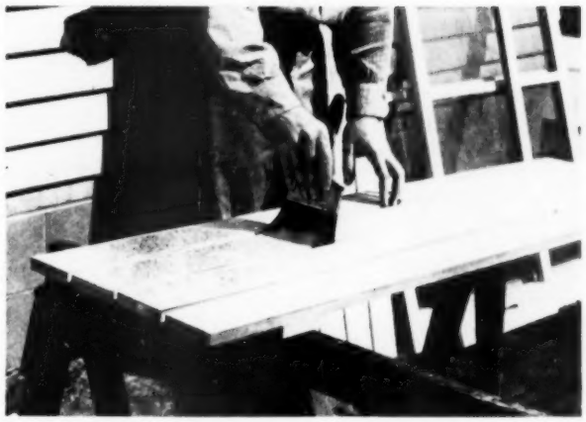
Glazing compound is easily workable for wood sash. It does not harden and crack later, exposing sash to moisture. Use glazing compound for metal sash, too.

To reputty, hold bulk of compound in palm of your hand, using your thumb and index finger to "string it out." At the same time, push it into place with putty knife.

Keep knife rigid by holding it firmly near the end with your fingers. Use enough compound to "fill" the sash. Too little will cause putty lines to crack and chip out.

Smooth out the putty line by pulling knife along it at about a 30-degree angle to glass. Apply most pressure to edge of blade, which "cuts," and to end, which smooths.

Run dusting brush lightly along line for final smoothing. Wash oil from window when the paint becomes dry.



Thoroughly dust shutters, storm sash, screens, and storm doors before you paint them with trim-and-trellis enamel. Use regular porch-floor enamel for wooden porch floors and steps. It may be easier to paint the sash, trim, and doors first, so you won't mar freshly painted surfaces with the ladder, or splatter trim color on new walls

More on next page

Home Hints
ON CARE AND REPAIR
by Peter Putter

Darn if I know what's happened to Summer – but it's gone! And it's time to talk about Fall painting. It's important, of course, to use good paint; but to insure the best job with the least work, you'll also need Schalk's Patch Paste, a putty knife, a good roller and a can of Savabrush Roller-Cleaner.

First – before painting plaster or wood – patch all cracks and holes with Schalk's Patch Paste. No fussin' and no fixin'. No sanding and no sealing!

Simply clean out crack so it's wider inside than outside. Then thoroughly dust out the opening. Use a clean putty knife to apply Patch Paste. Smooth it out – and you're all set to paint. Economical, too. Just close can when you're through – and Patch Paste is ready for the next job.

Seems everybody's doing it these days – painting with rollers. The problem is to keep rollers clean, make 'em last longer. Some friends say they've had bad luck with solvent type roller-cleaners. That's unfortunate but easy to figure out. You see, this type of cleaner can be used only with oil base paint; and because the paint is taken into the solution, the cleaner soon becomes unusable.

That's one of the things I like about Savabrush Roller-Cleaner: it is *not* a solvent type cleaner. No paint is removed in the can. Instead the cleaner turns the paint into soapy stuff that goes right down the drain. As my wife Polly says: "Land sakes! Never saw such sudsing action!"

It goes a long way, too! One can cleans 7 to 10 roller covers. Simple to use as ABC, as fast as 1-2-3. Just drop roller cover into 9¼" can. Then take out and wash under faucet.

So – here's to a Happy Fall and Happy Painting!

NOTE: *Other Home Repair Products recommended by Peter Putter: Double X Varnish Remover; Savabrush; Liquid Savabrush; Waxoff; Liquid Waxoff; Schalk's Tile Cement, Tile Paste, Wood Putty, Water Putty; Peter Putter's Plaster Pencil, Peter Putter's Spot Remover. Made by Schalk Chemical Company, Los Angeles and Chicago.*

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How to do outside

Paint rollers are fast on flat surfaces

You can roll paint on a house, too. Small roller, pictured here, is designed to apply the paint underneath siding. To get right amount on, dip it often in paint "tray."

Tray has attachment that fastens it on side of ladder. To keep them in top painting condition, clean rollers and tray when you're finished painting for the day.

Large roller is used for the flat, wider surfaces. It is fast and spreads your paint on smoothly, without any ridges. Metal "paint pot" is made for use with roller only.

After applying the paint with roller, run roller over the surface several times to work the paint into cracks. You can buy extra "sleeve" for roller if one wears out.

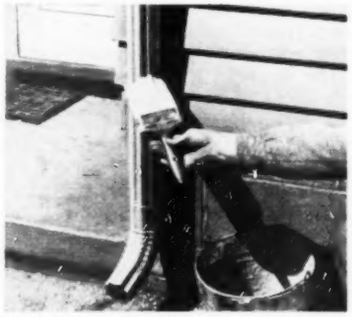
Cover shrubbery, walks, flowers, etc., with dropcloths to keep the paint from spotting them. With a short length of stout rope, this small evergreen tree is covered and tied back out of the way.

You can purchase heavy, kraft-paper dropcloths at most paint stores. They are inexpensive and rugged. If bugs fly into fresh paint, let the paint dry thoroughly, and whisk them off with broom.

painting

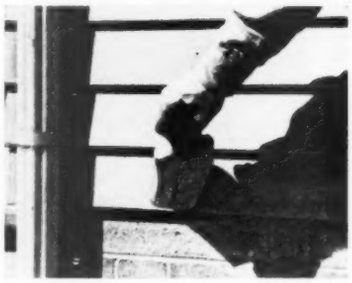
Continued from preceding page

You can paint metal with regular house paint



Downspouts, gutters, flashing, and metal corners on siding look better when the paint is smoothed out with downward stroke of brush, using tip of it to level out ridges.

Let new galvanized metal weather for at least five or six months before you paint it (use metal primer first to keep paint from chipping off).



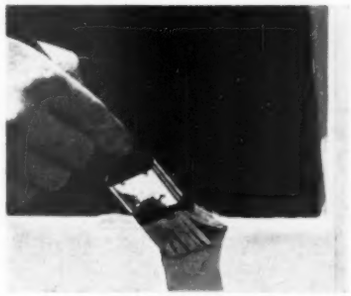
Point brush tip downward toward the foundation, or toward vertical masonry, when painting board next to it. This keeps paint smears and brush swipes off, giving you a much neater-looking job.

"Cut in" bottom edges of boards. Wipe paint smears off foundation or brickwork immediately with a cloth.

Hold out light fixture while you paint behind and below it. Then screw it back into place. Paint will form seal around collar of it (arrow).

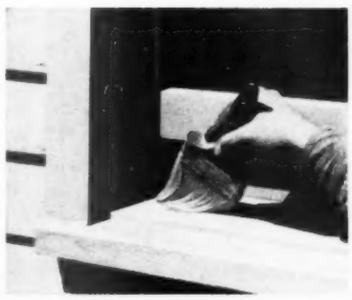
It's a good idea to check the wiring on outside fixtures while they are detached from house. If they need repairs, better call an electrician.

"Cut in" windows with a sash brush



Angled sash brush is best for painting putty lines around the windows. Liquid masking tape on glass keeps off paint smears; strips off easily.

Start with crossbars and let paint cover about eighth of an inch of the glass, for moisture seal. Then paint the window frame to finish job.



Sill and apron are last and most important part of window to paint. Be sure all the cracks and weather checks are filled with paint, to keep moisture from rotting wood.

Paint bottom edge of sash and leave it up several inches until paint dries, so it won't stick to the window sill.

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Home Fashion Time

September 17-25

THIS year, Home Fashion Time occurs between September 16-25. The slogan is, "Be Proud of Your Home When You Say 'Come in'." In addition, Home Fashion Time this year will play up the theme "The home IS the American standard of living." Watch for the announcement by stores in your own community that they are cooperating with Home Fashion Time.

Fix these in shoestring style

Continued from page 125

Spicy Carrot Sticks

See how easy it is to add variety to an old stand-by—

3 tablespoons butter or margarine
1 tablespoon cornstarch
1½ cups hot water
1 teaspoon salt
Dash pepper
4 whole cloves
2 bay leaves
8 medium carrots, cut in thin strips

Melt butter; add cornstarch and stir to a smooth paste. Stir in water. Cook, stirring constantly, until thick. Add seasonings and carrots. Cover pan and simmer 5 to 6 minutes until carrots are tender. Remove cloves and bay leaves. Makes 6 servings.

Liver French Fries

The whole family will go for liver "stix" served with fried onion circles—

1 pound calves' liver, sliced ⅜ inch thick
½ cup enriched flour
1 teaspoon salt
Dash pepper

Cut liver in strips ⅜ to ½ inch wide. Combine flour, salt, and pepper in a paper sack. Add liver strips, a few at a time, and shake gently to coat liver thoroughly. Fry in deep, hot fat (360°) until browned. Drain on paper towels. Serve with chili sauce. Makes 5 servings.

"So there I was on the next play, see . . . ."

building?

. . . use

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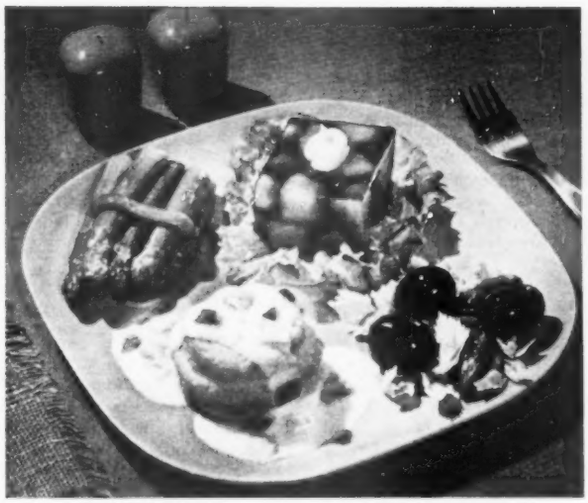
frankly fancy

Easy shells for creamed dishes



Toast Patties. **Fill each crisp "holder" with Easy Chicken a la King. With this, serve a tangy jellied fruit salad, fresh-cooked green asparagus tips with pimiento trim, tiny gherkins, and fat ripe olives**

You'll need 3 sizes of cooky cutters. Slice bread in ¾-inch slices. Cut one slice with largest cutter. Cut second slice with medium one and remove center with smallest.

Brush big round with melted butter or margarine: top with "doughnut": brush with melted butter or margarine. Toast in moderate oven (375°) 10 to 12 minutes.

The season's open again for bridge-club do's, TV get-togethers, alohas for returning vacationers. This means parties and foods with a special flare.

Most popular main dishes for any of these occasions include creamed ham, sweetbreads, chicken, turkey, seafood. To give them gourmet style, serve them in crispy, decorative shells.

Here we give directions for making four kinds of shells that are just as fancy as you'd wish. And each of them is simple to fix. Two are extra speedy because they're of bread—easy as toast! The others are pastry.

Just in case you'd like suggestions for fillings, you'll find recipes for some of your favorites, too.

Photographs: Nelson, Photography, Inc.

Trim crusts from thin slices of day-old white bread. Carefully press down into ungreased medium muffin cups.

Brush bread thoroughly with melted butter or margarine—makes the baskets more tasty and helps to brown them.

Toast in moderate oven (375°) about 12 minutes. Cool. Remove from cups.

Bread Baskets. **For each person: two perky little baskets with Shrimp in Cheese Sauce. The go-withs: a salad of stuffed cucumber on a frill of lettuce, crisp carrot and celery sticks, and bright radish roses**

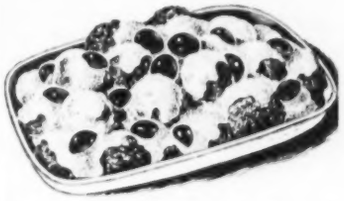
More on page 226

HOW TO MAKE

Chuck Wagon Meat Balls

glamor eating that sings with California flavor

SO YOU think meat balls are humdrum? This recipe will change your mind—*fast!* The secret is: here they sing with the bright sunny flavor of California Ripe Olives. Try it and taste what we mean.



1 egg	¾ cup ripe olives
⅓ cup fine dry bread crumbs	1 (10½-ounce) can tomato soup
2 tbsps. milk	1 tbsp. vinegar
1 tsp. salt	1 tsp. prepared mustard
1 pound ground lean beef	1 tsp. Worcestershire sauce
1 tbsp. shortening	

Beat egg lightly and combine with crumbs, milk and salt. Add beef and mix well. Shape into balls and brown in hot shortening. While meat browns, cut olives into large pieces. Put browned meat balls into baking dish. Heat undiluted soup with vinegar, mustard, Worcestershire sauce and olives. Pour over meat balls and cover. Bake in moderate oven (350 degrees F.) 30 minutes. Makes 4 generous servings.

For your best friends—set out your best welcome—that's *whole* Ripe Olives, of course—in a handy "welcome bowl" or tempting appetizer tray.

Free Ripe Olive Recipe Booklet

For dozens of exciting ways to add California flavor to daily cooking, send for "Elegant but Easy Recipes with California Ripe Olives." Write Olive Advisory Board, Dept. B-49, 24 California Street, San Francisco 11, California.

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LUPTON
METAL WINDOWS

Twenty-four hours

cal Center there, and assistant professor of pediatrics at the Harvard Medical School, is one authority who believes that the inhalation of amniotic fluid is at least one cause of pulmonary hyaline membranes and that one method of reducing the incidence of this condition is to limit delivery by Caesarean section to those patients in whom there is a real indication for such procedure.

Doctor Gellis told me: "The relationship between Caesarean section and those babies who develop pulmonary hyaline membrane is extremely significant. The baby born by Caesarean section is delivered through a pool of amniotic fluid; frequently his first breath is taken while his face is immersed in this fluid.

"On the other hand, the infant delivered through natural processes runs far less risk, since most of the amniotic fluid has drained away with the rupturing of the membranes before the baby is born. In addition, the passage of the baby through the birth canal has a wringer effect which is denied the infant born by section.

"Withholding Caesarean section in the face of clear-cut indications can be damaging to the mother and baby. For example, if the mother's pelvis is too small, the risk of section to mother and infant is less than the risk of delivery from below. Too, if the mother has a disease which makes labor a risk, she should be delivered by section.

"Only, too often, women desire delivery by section with no medical indication for such a procedure. These women should be made fully aware of the possible dangers for their infants from this type of birth.

"The Caesarean-section rate in this country is needlessly high, and the indiscriminate use of section delivery plays a very definite role in our neonatal mortality.

"The technique of Caesarean section has been so well developed in modern times that the hazard to the mother is practically nil. However, increasing attention must be given to the danger to the infant inherent in this method of delivery."

Doctor Gellis continued: "The infant delivered by section has a large quantity of amniotic fluid in his stomach which he has swallowed while still inside the mother. Infants delivered through the pelvis have practically none of the fluid in the stomach, for it is forced out of the baby as he is pressed through the birth canal.

"The section baby frequently vomits up this fluid for several hours after birth and may suck some of it back into his lungs. There it may cause severe irritation, because it contains acid secreted by the stomach.

"For this reason, in all infants born by section, we routinely empty out the stomach by tube immediately after birth.

"We place all Caesarean sections or prematures as quickly as possible into incubators containing oxygen and mist. If no difficulty with breathing occurs during the first 24 hours of life, the danger of hyaline membranes forming is past, and oxygen and mist are discontinued. Should respiratory distress occur, the administration of mist and oxygen is continued.

"We also stress the withholding of feedings from such infants, because they feed poorly and vomit easily. In some cases, feedings are withheld for as much as 3-4 days, sometimes even longer.

"We administer penicillin and streptomycin to all these infants to prevent pneumonia from complicating their basic disease."

Doctor Dieckmann of the Chicago Lying-in Hospital also confirmed that he and his staff have noted a relationship between Caesarean section and the incidence of pulmonary hyaline membrane.

In an effort to reduce this hazard, the Chicago Lying-in Hospital has for the past eight months instituted a policy of doing as close as possible to the expected delivery date those Caesarean sections that are necessary. And the hospital authorities have noted fewer cases of pulmonary hyaline membrane following Caesarean section so far this year than for the same period last year.

However, as Doctor Dieckmann pointed out, such a policy necessarily involves obstetrical judgment. If the mother has high blood pressure, or is bleeding, the obstetrician must ask himself, "Should we wait until the baby gets a little bigger or should we do a section now?"

Oxygen lack kills other ways

Nature has provided the unborn infant with the ability to exist in his mother's uterus on a low concentration of oxygen at very low pressure. It has been said of the oxygen environment of the fetus that "it would kill husky adults within a few minutes," unless they were acclimatized over long periods of time or were provided with oxygen equipment.

But, although the fetus gets along very well on the low oxygen pressure normally provided for it in the uterus, it is greatly affected if that oxygen supply is reduced any further. Unfortunately, this sometimes occurs, for various reasons.

The placenta may separate, partially or completely, from the uterus. This lowers or cuts off the oxygen-carrying blood to the fetus. Prolonged labor contractions, asphyxiating anesthetics during delivery, birth injury, congenital malformations, a diseased condition—any of these circumstances will likewise reduce the oxygen supply to the infant.

Some of these causes may be prevented—birth injury and asphyxiating anesthetics, for instance. The others are being studied to deter-

to live?

Continued from page 35

mine why they develop and what, if anything, can be done to prevent them.

This oxygen lack is termed "anoxia." It may be responsible for the death of the infant either before birth or shortly thereafter. It is difficult to get breathing started in a baby born with anoxia, and dramatic measures of resuscitation may be required.

If the oxygen supply to the brain is cut off for more than a few minutes, damage to the brain is likely to result. Even though the infant survives, this damage may show up later in a form of cerebral palsy.

Too much oxygen a problem, too

In contrast to the harmful effect of too little oxygen for the infant, there are indications from other studies that too high a concentration of oxygen supplied at too high a pressure to the newborn may likewise be injurious.

Doctors Paul D. Bruns and Lloyd V. Shields, of the University of Colorado School of Medicine, have demonstrated that pulmonary hyaline membrane was found in the lungs of guinea pigs who had been kept in an oxygen chamber in a high concentration of oxygen at sea-level pressure.

Doctor Bruns and Doctor Shields concluded that oxygen, in concentrations over 70 percent at normal or increased pressures, is harmful to the air cells and passages of the lungs.

Yet, the oxygen concentrations in some types of incubators now in use to administer oxygen to premature infants after delivery have been recorded as ranging as high as 95 percent!

Congenital abnormalities still unsolved

Major congenital malformations rank third as a cause of death in the early days of life. And the solution to the question of how to prevent such abnormalities from occurring is yet to be found. These conditions result from a failure in development of some vital portion of the infant's anatomy.

Early, dramatic surgery saves the lives of some infants who are born with abnormalities which once would have been fatal.

Other causes of death

Birth injuries, major congenital malformations, infections, erythroblastosis (the anemia, swelling, and jaundice occurring in some babies of RH-negative mothers), and syphilis are other causes of death to the newborn.

Death from injury during delivery has been materially reduced in recent years by better obstetrical methods.

Reducing deaths from infections

After the third day of life, infections become the leading cause of death in early infancy.

Because premature infants are more susceptible to infection, particularly pneumonia, antibiotics and sulfa drugs are administered to them routinely for the first week or 10 days. These drugs are given also to all infants suspected of contact with infection, or when there is possible injury or abnormality.

Advances in treating erythroblastosis

This condition, in which the red cells of the baby's blood are destroyed by antibodies from his mother's blood, has been widely publicized in connection with the RH factor. However, it is actually far down the list of causes of death to the newborn. Severe complications occur in only a small percentage of RH-positive babies born to RH-negative mothers.

When complications do occur, better understanding and better handling of the condition have resulted in the saving of many babies who previously would have died.

[*Turn to next page*

"In here! In here!"

IN THE ATTIC

IN THE BEDROOM

IN THE LIVING ROOM

IN THE HALLWAY

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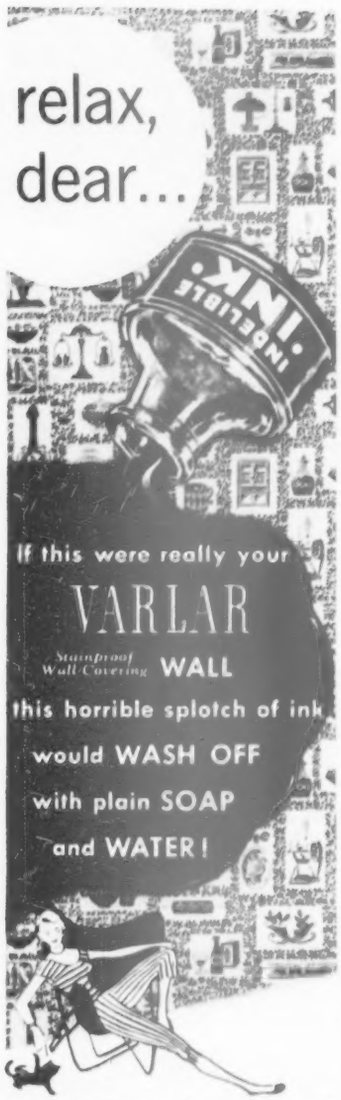

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Twenty-four hours to live?

Continued from preceding page

Syphilitic deaths can be controlled

Some states require routine testing of the mother's blood for syphilis. Other states do not.

It is true that infant deaths from congenital syphilis occur even less frequently than those from RH effects. Still, blood tests should be mandatory as an important tool in preventing syphilis from being transmitted to the baby.

For effective results, the syphilitic mother should have treatment before the fifth month of pregnancy.

When the mother has untreated syphilis, the baby may be stillborn. Or, if delivered alive, the infant may have a full-blown syphilitic infection. If it is of the brain, spinal cord, or heart, it could be fatal.

Early pregnancy wastage

In addition to those newborn deaths outlined above, there are countless thousands of losses from spontaneous abortions. Popularly known as "miscarriages," these involve fetuses which are expelled from the uterus before they are able to sustain life outside the womb. Ten percent of all American women who become pregnant miscarry before the twentieth week. Among white women, 3 to 5 percent lose their babies between the twentieth and twenty-eighth weeks.

Authorities term this "pregnancy or reproduction wastage." Should we be concerned about this? Some studies have indicated that these early fetal deaths are due to major errors in development which would make the survival of the fetus undesirable. However, where threatened miscarriages have been avoided by prompt care of the mother and the pregnancies continued to term, researchers report that there has been no increase in the incidence of abnormalities.

Whichever contention is right, the loss of a baby in early pregnancy is a tragedy to most families. It is costly, too, in time and money and, in some cases, in physical and mental effect on the mother.

Need money for research

The causes and means of preventing fetal and neonatal deaths are being sought. But the work is hampered by lack of money. This is curious in view of the support given research in other diseases.

Dr. Leona Baumgartner, health commissioner of New York City and a nationally recognized public health official, pointed out in a recent article in *Pediatrics:*

"If one considers the deaths associated with childbearing (the reported fetal, maternal, and neonatal deaths), one is dealing with the third leading cause of death."

In his presidential address to the American Association of Obstetricians, Gynecologists, and Abdominal Surgeons, on September 11, 1953, Dr. Nicholson J. Eastman emphasized the problem thus:

"The number of infants who die in the United States every year in association with the birth process is approximately 150,000. This makes up more than 1/10 of the total number of deaths occurring in this country annually from all causes and at all ages."

Noting that two other categories of disease are responsible for a larger number of deaths—heart, 600,000; and cancer, 200,000—Doctor Eastman continued:

"Many of us here, no doubt, have lost a father, or a mother, or some other dear relative, from one of these diseases and know full well the suffering and the anguish they cause; and certainly, neither you nor I would wish to minimize the dire problem they present or would begrudge one penny of the money being spent on their study.

"Nevertheless, in fairness to all concerned, I should like to make these two comments. The first is this: According to published data, the average age of persons suffering from carcinoma (cancer) at the time of the initial diagnosis is 58 years.

"What is the average life expectancy of United States citizens who are 58 years old? As shown by the most authoritative actuarial statistics, it is 16 years.

"And, by comparison, what is the life expectancy in the United States today of a newborn baby? Basing our statement on the same actuarial data, it is 62 years—62 years moreover, which span the prime of life, which span the decades of greatest vigor, initiative, and achievement.

"The second comment I wish to make has to do with the amount of money being spent for research in these various fields. The government and the larger foundations

Hundred-yard dash

Hearing the phone's imperious shrills,
I drop the basket; the laundry spills.
I sprint from the clothesline through the yard
I rip through the back porch, breathing hard,
On through the kitchen. . . . Ooops! Don't fall! . . .
Make a fast corner and scoot down the hall,
Skid on a throw rug, trip on the pup,
And gasp, "Hello!" . . . and they've hung up!

—*Georgie Starbuck Galbraith*

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FORREST YARN CO., LANSDOWNE, PA.

awarded 12,923 grants during the period 1946-1951. The total reported for cancer was $26,389,433, and for cardiovascular (heart) diseases, $11,832,433. The total reported for the newborn was included under the broad heading "Pregnancy and Newborn." This figure was $1,795,655.

"These ratios may well be defensible; and in any event, I should prefer that you draw your own conclusions. The conclusions you do draw will depend in large part on how you assess life's values. They will depend in goodly measure on the relative values you put on the life of a 1-minute-old baby and that of a 58-year-old person.

"But there is perhaps an even greater tragedy than the actual death of a newborn baby. That is the birth of a baby whose brain never develops, who continues, like a vegetable, to grow and develop physically, but who lacks the cerebral centers which govern speech, muscular coordination, and reason.

". . . Can you think of any subject more worthy of study than this one?"

Because of the scarcity of funds for this vital study, it is difficult to get men for basic research. Obstetricians and pathologists are in demand elsewhere at lucrative compensation. They can hardly be blamed if doing research on pregnancy and the newborn for a pittance less than a living wage fails to tempt them.

Industry is aiding

Because the amounts the government and philanthropic foundations can spend for research are limited, industry is beginning to help out on the problem.

For example, the International Latex Corporation has established "Playtex Park Research Institute," a nonprofit foundation devoted to progress in pediatrics. It is based on the concepts that industry and medicine can with great effectiveness work for the common good and that industry has a vested interest in the adults of tomorrow.

In the little more than three years since the institute was founded, International Latex Corporation has turned over to it almost three-quarters of a million dollars. The company insists on taking no part in deciding how this money is spent. That is solely in the hands of the 25 physicians who comprise the institute's board of governors.

Almost half the grants which the institute has made are in support of studies involving problems of pregnancy and of the newborn.

Other industries are giving similar support to important research projects. As more industrial and commercial companies become aware of the need, it is likely that more aid will be forthcoming for this source.

What can you do?

Perhaps the greatest contribution individuals can make to this cause is to foster preconception preparation for parenthood.

Girls in their teens should be checked to see that their reproductive ogans are normal and are functioning properly—that they are having normal menstrual periods—and that blood pressure, heart, kidneys, and lungs are normal. If they are underweight or overweight, that should be corrected.

A doctor should be consulted early in pregnancy, and his instructions faithfully followed.

Young men as well as young women, in prospect of parenthood, should adopt nourishing diets supplying all the protective foods, and adequate for their body needs. The physical condition of future fathers should not be overlooked, because pregnancy is a 50/50 proposition.

Because a poor economic environment adds to the chances of fetal and neonatal deaths, the improvement of living conditions for the country's low-income groups should be encouraged.

We need these future citizens

The baby boom in recent years may give rise to the question whether this problem is of great concern to America. Interest in the subject has risen in other countries as their birth rates fell.

But even today in this country, we should not be complacent.

In an address at the annual meeting of the American Medical Association in June, 1953, Dr. Charles U. Letourneau, of the American Hospital Association, urged:

"Survival of the newborn is a matter of national importance. The discrepancy between our birth rate and that of some other nations makes it so. It is imperative that we make every effort to compensate for our low birth rate by keeping infant mortality at a minimum."

Needed or not, we can't let our infants die unnecessarily. We must give our smallest citizens every chance for survival.

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There's news in medicine when—

Continued from page 29

ma patients would do much better to stay under a doctor's care—because now a great variety of useful asthma drugs, both mild and strong, is available.

Antibiotics — well-established wonder drugs—just keep rolling along. A single monthly injection of long-lasting penicillin prevented the streptococcus throat infections believed to cause recurrences of rheumatic fever, Dr. Gene E. Stollerman reported, in trials on nearly 500 children. The same drug, in the hands of other medical teams, cut school absenteeism by more than 50 percent in children especially subject to strep throats and other respiratory infections. Intramuscular injections of antibiotics for several days before a tonsillectomy prevented dangerous bacteria from escaping and racing into the blood stream, Dr. Paul S. Rhoads and his colleagues at Northwestern University found. And researchers from the University of Maryland have discovered that dusting powders containing potent antibiotics like chloromycetin or bacitracin healed the troublesome, chronic leg ulcers of 68 out of 72 patients who had failed to respond to all previous treatments.

Poor appetites seem to respond to tablets of cortisone, especially when there is real undernourishment and the lack of interest in food is associated with emotional disturbances. Dr. Manuel M. Villaverde of Havana said he gave the hormone to 10 such patients—and appetite and weight increased dramatically, together with a real perking-up in mood and general outlook.

Atomic cocktails, one of the first medical blessings of this nuclear age, have compiled a mighty batting average against two common forms of heart disease, angina pectoris and congestive heart failure. Physicians gave "cocktails" of radioactive iodine to 661 heart patients in 32 clinics throughout the United States. From 60 to 74 percent showed good or excellent results, a survey by Drs. Herman Blumgart, Stone Freedberg, and George Kurland of Boston showed.

The radioactive chemical depressed the activity of the thyroid gland, which acts as the body's accelerator for food-burning, energy-expending processes. With metabolism just idling along, there was much less work for the heart to do—and so the patients improved.

These and related advances have taken much of the fear out of heart disease. Thirty years ago, the death rate in all acute heart attacks was 50 percent. Today, Dr. Arthur Master of New York reported, it is down to less than 5 percent in first attacks—and four of every five survivors can go back to work. In many cases, home treatment is better than hospitalization and there is no need for long weeks of bedridden inactivity.

Does modern pace kill? No, Says Dr. William P. Shepard of the Metropolitan Life Insurance Company. The pace has been increasing, certainly, but death rates have been dropping steadily for 20 years. There's one bad exception—heart attacks. The evidence, he told the A.M.A., is that it's your reaction to work, and not the work itself, that leads to disease. Doctor Shepard believes better identification of the individuals particularly susceptible to stress, especially in the selection of executives, will cut the death rate still further.

Accidents are a disease—striking with great frequency among the young and reaching into one out of five households every year. Now it may be possible to predict when, to whom, and under what conditions an accident is most and least likely to occur. Dr. Morris S. Schulzinger of Cincinnati, who has treated 35,000 accident cases in the last 20 years, has made such an analysis. It shows an accident is most likely to occur to a 21-year-old youth driving homeward from a weekend or a holiday early in the evening of a hot, humid June or July day. The danger is least for a healthy, well-adjusted 13-year-old girl born and reared in a normal, secure, and loving home. But, it takes more than circumstance to cause an accident, Doctor Schulzinger believes. Maladjustment and irresponsibility and a "trigger episode" usually are involved.

One surprising finding: The idea that most accidents are due to a relatively small, fixed group of "accident prone" individuals is open to question. The new study shows that this "accident prone" group is constantly changing, with new persons continually joining and dropping out. But, accidents are still the No. 1 killer of children, claiming more lives than the next six most common causes of juvenile death combined.

Dacron, Orlon, and nylon "sleeves" are the new, tailor-made medical answer to the threat of worn or diseased arteries. Dr. Charles A. Hufnagel of Washington's Georgetown University reported use of the new fabrics on 10 patients suffering either hardening or a dangerous, balloonlike swelling of the aorta, the body's main artery. First, he cut out the diseased segment of the artery. Then, he sutured into place a length of one of the new fabrics—cut to size and stitched into a tube or "sleeve" of just the right diameter. All 10 patients are alive and well, and Doctor Hufnagel believes the Orlon arteries will last indefinitely. The fabrics serve as a scaffolding around which new artery tissue will grow.

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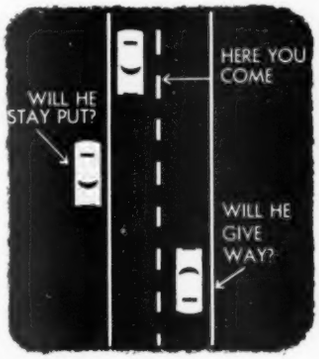
Safe driving

By Robert L. Rosekrans

A car parked on the shoulder of a road should be a danger signal to you. Instinctively, a good driver thinks ahead; he visualizes what *could* happen and how to avoid getting involved in an accident.

For example, the driver could step out of the parked car directly into the path of your car. A person hidden by the car could walk out from behind it. At night, someone changing a tire could step back into the path of your car. When you pass a car parked on the shoulder of a road, leave at least 3 feet—more if possible—between you and the unexpected.

Additional caution must be taken if the highway is wet. Although your *braking* efficiency may be high—even 90 percent—the *gripping*



efficiency of the road may be dangerously low. On concrete, for example, the gripping efficiency drops to 80 percent when the surface is wet, and even lower if there's mud on the highway. On wet gravel or cinders, this gripping efficiency drops to an extremely dangerous 65 percent. Even with good brakes on dry pavement, when you drive at 40 miles per hour, you will travel approximately 126 feet before you can stop your car. If you are tired, this distance is much greater.

There are two things that you can do that will materially reduce these hazards. You can slow down, so that if something does happen, you can stop or maneuver out of trouble. If there is no oncoming traffic, check your rear-vision mirror, then swing into the other lane—give the parked car a wide berth. You must also consider the possibility of oncoming traffic from over the crest of a hill, should it happen in such circumstances.

A simple principle for passing a parked car might be this: A safe passing speed is the speed at which you can stop your car before hitting another vehicle or a pedestrian that may get in the way. In case of doubt, reduce your speed. Cars parked close to the road—even those that are well up on the shoulder—are potential accident hazards. Never take it for granted that they—or the occupants of the car—will stay in the same position until you get past.

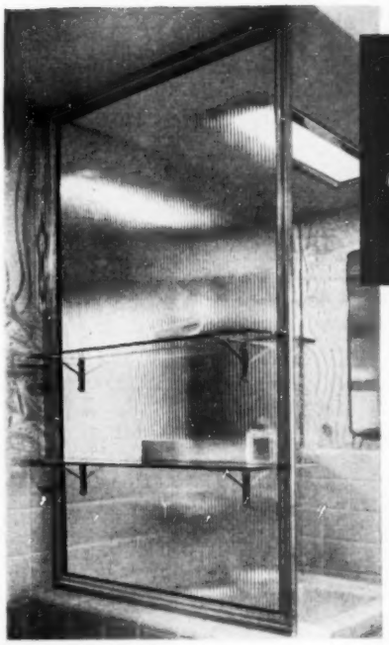


Photo courtesy, Shower Doors, Inc., University City, Mo.

Luxury for the LAVATORY

This easily installed figured glass partition brings unexpected beauty to this lavatory. Separating the area from the bath, it helps protect privacy, yet floods the interior with "borrowed light." The wall of light is as practical as it is pretty, for it is simple to keep shining clean . . . never wears out . . . never needs painting.

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Its curved vanes travel your clothes in a constant one-way spiral path. *All* clothes in *all* parts of the tub are washed *thoroughly*—but oh so gently. And this same unique roll-over action takes place even during Easy's deep Overflow Rinse that flushes suds and soil *up* and *over* the tub—never *through* the clothes.

Other Easy exclusives—*Master Mind Dial* gives you two *separate* completely automatic washing cycles—one for *regular*, one for *fine* fabrics. Saves gallons of hot water. *Positive Fill* operates correctly on *any* water pressure. But most important, *only Easy has Spiralator Action.* "Look inside" today! Look for your Easy dealer in the yellow pages of your telephone book. Ask about his special trade-in offer. Easy Washing Machine Corporation, Syracuse 1, New York.

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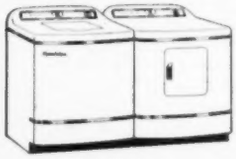


Easy's new matching Automatic Dryer dries clothes "the way you want" with exactly the right *heat* and drying *time* for any fabric. Clothes are fluffier, sweeter-smelling. Forget the weather, avoid sun fading. Gas or electric models.

Speedy 2-tub Semi-Automatic Spindrier! America's Fastest Washer. Has Spiralator action! Easy's 2 tubs work as a team to do a big week's wash in 1 hour. Saves hot water too! *See it today.*

This little room gets around

By Frances Dunlop Taylor

This spirited little room is part of the kitchen, part of the dining room, or both—wherever the family wants it! The secret of this versatility is the door, loosely hinged and equipped with casters. It rolls sideways or around the corner to close off either of the room's two openings.

The room can be used as part of a banquet-size dining room for an overflow of guests. And, when it's used as part of the kitchen, it's a grand place for the children to play under Mother's watchful eye.

When another family faction has the phonograph blaring in the living room, the extra little room makes a perfect spot to retire with the evening paper.

Photographs: Bourdon

Its closeness to the kitchen makes the sitting room a favorite family gathering place before and after meals.

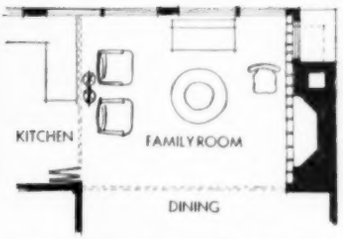
Rooms flow together with an uninterrupted brick floor, matching wallpaper and window valance, and a continuous line of shelves and pictures.

Door unfolds to meet brick wall and close off kitchen. Note door's casters.

Architects: Wilson-Morris-Crain, A.I.A.

Antique furniture and homey accessories give the family room the comfortable effect of an Early American sitting room.

Modern touches are introduced in the high, privacy-insuring windows and sound-absorbing ceiling. Doors' louvers make an attractive dining-room wall when the doors are closed over to the rough wood post at right, to separate family room and dining room.



Dotted gray lines show the two directions the door will unfold to close off either the dining room or the kitchen

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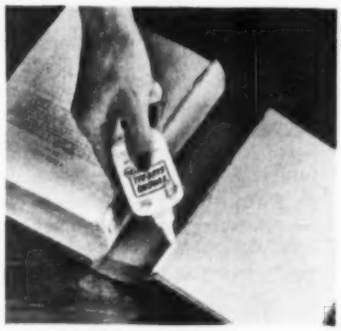

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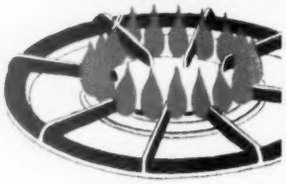
This picture demonstrates 3 ways heat escapes your home



Johns-Manville Spintex Insulation prevents heat escaping ALL 3 WAYS!

Next time you lift a pan of boiling water off the stove, witness all three ways that J-M Spintex Insulation can keep heat from escaping your home. Only this type insulation properly applied prevents all three.

By Conduction: Why is the handle too hot to touch? Because it heats up when fast-moving molecules in the hot pan kick into action the slowed down molecules of the cool handle. In the same way, furnace heat collides with uninsulated or poorly insulated walls and ceilings in your home and rapidly forces its way out.

By Convection: See how bubbles of boiling water turn to steam and escape from the pan? In the same way warm air from the furnace in your home becomes lighter and rises, too. That's how currents of air carry furnace heat up and outdoors through uninsulated walls and ceilings.

By Radiation: Feel the warmth radiating from all sides of the pan? Heat travels straight out in all directions when it can. Furnace heat will propel itself straight out of your home unless it is bent back by efficient insulation.

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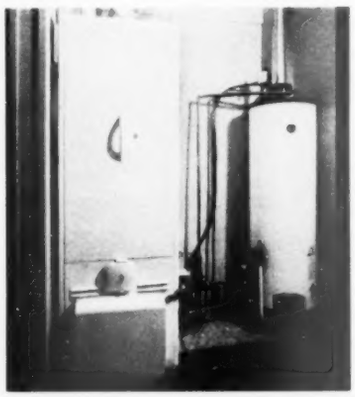
Built to sell for less

Continued from page 22

Easy upkeep and convenience were keys in planning small kitchen. Cabinets and appliances are lined up across 12½-foot wall. Washer is at far end with dryer on opposite wall. There's ample wall space for adding more storage cabinets

Largest bedroom (13½x8½), used here as a nursery and playroom, is nearest bath, farthest from living-room noises. Walls and ceilings throughout are finished with gypsum board. Floors here are asphalt tile, but owner buys the house unfinished. Painting and floor covering are up to him



Furnace and water heater are in alcove off the bathroom—out of sight of living areas. Equipment could be closed off entirely with inexpensive screen or folding doors.

Ductwork under floors and furnace is planned to make air conditioning possible.

Heating is a semiradiant forced-air system, with ducts around perimeter of the house and registers below windows.

NOW—*a thermostat in every room*

REVOLUTIONARY NEW HEATING SYSTEM makes individual temperature control of each room economical and practical

Here is the ultimate in heating comfort. With the Iron Fireman SelecTemp system you have a compact heating unit with its own individual thermostat in *every room*, including bathrooms.

- **Continuous modulated heat.** Every room unit automatically *modulates* its heat output, maintaining a *continuous* flow of filtered warm air. The overheating and underheating usually experienced with "on-off" thermostat control is entirely eliminated.
- **No electric wiring.** The same low pressure steam which carries heat to each room unit from a central gas, oil or coal fired boiler operates a steam turbine-driven fan which quietly circulates the warm air. No electricity is required to operate either the thermostats or the circulating fans.
- **For new or old buildings.** No other heating system can be so easily and economically installed in either old or new homes or buildings, since flexible copper tubing—smaller than your little finger—carries steam to the individual room heater units.

Room heaters, only 18" high, are recessed into walls, with only grille projecting. Can be painted to fit any color scheme. Sizes: 6,000, 12,000; and 18,000 Btu. Shown above, 12,000 size.

PERSONALIZED warmth—for work, for play, for rest

Since each room has its own thermostat, you can select the exact temperature you prefer—for any room—at any time. Like most people, you'll probably prefer a different temperature in the kitchen than in the living room or the bathrooms. Possibly you'll want to increase the temperature of a child's room temporarily with no worry about his getting uncovered. Even grandmother's room is no problem. Every room in your home or building has its own ideal climate!

With SelecTemp, every *room* is an *individual zone*. Room units, each with its own built-in thermostat, are recessed into the walls. The temperature you select for your living room (or any other room) will be maintained regardless of other heat sources. Fireplace heat or sun warmth through the windows cannot overheat the room. The living room heating unit will automatically reduce its heat output to maintain the temperature for which it is set, while the rooms upstairs, or on the cold side of the house, will get all the heat required to keep each of them at the temperature you have selected.

Even bathrooms have their own individual heat control. You can keep them warmer than bedrooms. If you want a little extra warmth while bathing, all you do is set the thermostat for a higher temperature.

Bedrooms can be comfortably cool at night or during daytime nap periods, while other rooms remain warmer. To save fuel, temporarily unused rooms can be kept cool and rewarmed very quickly.

Grandmother's room or the nursery can be warmed to any temperature desired, without affecting any other room in the house. SelecTemp room units respond quickly to any change in thermostat setting.

Tenants and employees can regulate temperature to suit themselves without disturbing other offices. Iron Fireman SelecTemp is ideal for apartments, office buildings, hospitals, hotels, motels and schools.

Before you decide on any heating system, get the facts about SelecTemp

With all its unique advantages, an Iron Fireman SelecTemp heating plant costs no more than many systems which have only *one* thermostat for the whole house. In addition to unequalled comfort, it saves fuel by eliminating wasteful unnecessary heating and overheating. Thousands of people are now enjoying the comfort and economy of SelecTemp heating. You owe it to yourself to get full information.

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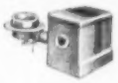

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A native of England, the beagle hound has gained in popularity until the American Kennel Club figures show him at the top of the list. Amiable disposition and alert intelligence have made him a preferred house pet. His size (10 to 15 inches), short hair, and calm temperament make him a good car companion

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A favorite with children, the beagle's gentle nature and extreme patience make him an ideal companion for any youngster. Usually of black, tan, and white coloring, any hound color is suitable, according to A.K.C. standards. Beagles seem to "talk" with their soft, brown eyes; are noted for floppy ears

lead the pack

By Russell K. Lowry

Well behaved, a beagle learns fast

A beagle can be easily trained in manners and tricks due to his extreme intelligence. He is an economical dog to keep and makes an ideal companion for apartment dwellers as well as for those in suburban and rural areas. He's not a habitual "barker," but is an alert watchdog who gives you quick warning

Photographs: Harriet Arnold

Beagle is famous as a rabbit tracker

The beagle is a popular hunting dog, particularly when it comes to rabbits. He does all the legwork, chasing the rabbit out for a shot. He pursues with equal facility whatever he's trained for, but favors rabbits. He tracks game through foot scent, and while on the chase, he'll bark out the line of flight

More on page 221

Painting Contractors everywhere recommend Spencer Kellogg's Linseed Oils for outside painting. They know from experience that "Linseed Oil is the Life of Paint."

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To keep fruit from darkening when preparing to can: Add to 1 gallon of cool water, 2 tablespoons each salt and vinegar. Drop fruit into salt-vinegar water as you peel it. Don't leave it in water over 20 minutes. Rinse on removing.

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Perfect peach cobbler

Spoon up generous servings of this luscious cobbler. And see the tender crust, rich as shortcake, sparkling with sugar. Beneath there's the sunshine of juicy peaches.

Directions for peach cobbler, perfect every time, are given below.

If the family's hankering for a dessert with wonderful homespun flavor, you'll not find anything better than Perfect Peach Cobbler. Follow pictures for the recipe

1 Arrange 3 cups sliced fresh* peaches in greased 8½- or 9-inch round baking dish.

Mix 1 cup sugar, 1 teaspoon grated lemon peel, 1 tablespoon lemon juice, ¼ teaspoon almond extract; sprinkle over. Place in hot oven (400°); fix the topper.

**For canned or frozen peaches, use ¼ cup sugar.*

Photographs: Nelson, Photography, Inc.

2 Sift together 1½ cups sifted enriched flour, 1 tablespoon sugar, 3 teaspoons baking powder, ½ teaspoon salt. Cut in ⅓ cup shortening. Beat 1 egg; combine with ½ cup milk. Add liquid all at once to flour mixture, then stir just until the flour is moistened

3 Remove peaches from oven. Spoon dough over the hot peaches, spreading it slightly with back of spoon. Sprinkle with 2 tablespoons sugar. Bake in hot oven (400°) 30 minutes, or till top is golden brown. Serve warm with a pitcher of cream, if you like. Makes 6 servings

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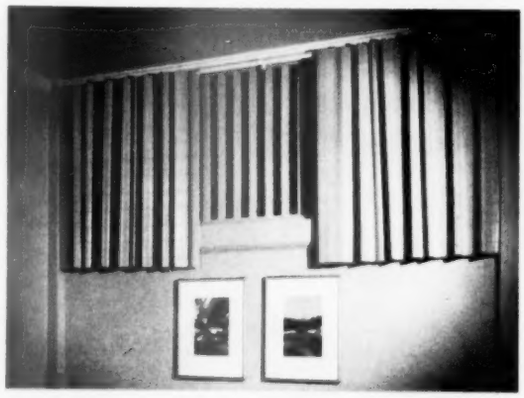
Lighthearted ideas make

By Jane Funkhouser

An up-to-date look for an old home doesn't always come from expensive remodeling. A sprightly color treatment, a few new pieces of furniture, and a bit of skillful carpentry work made Mrs. Harwood Smeeth's home in Oak Park, Illinois, look years younger than its half-century age.

Refreshing colors and pattern in paints and wallpaper add their sparkle to brighten up and tie together the rooms and halls. Built-in storage camouflages outmoded architectural features.



Exposed stair railing is covered by a bamboo drapery to give stairway privacy and to add interest to foyer wall. Drapery is painted to match the walls, and hangs from a rod attached to the ceiling molding. Here, it's opened to reveal wallpaper on stairway wall, carried up from hall wall (see photograph, right)

If you've joined the swing to less-formal dining, your dining room probably stands empty much of the time. Mrs. Smeeth turned hers into a sitting-dining-music room, with graceful wrought-iron furniture. Wallpaper brings ceiling down for cozier look. The two small tables, when added to one at left, make a big dining table

an old home young

Photographs: Hedrich-Blessing. Decorator: Bert Curtin

Typical front hall uses the old dining table as a place to deposit mail and display a pretty plant. The wallpaper and harmonizing wall color are introduced to set scheme for rest of house. Crisp curtains are made same length to "match up" different-size windows. Bookcase extends from wide arch to provide chair-side table space

Here's a convenience you shouldn't overlook for your closets—a light that goes on when you open the door to release its control button. It lights a pretty interior, papered the same as the hall. Louvered doors ventilate the closet

More on next page

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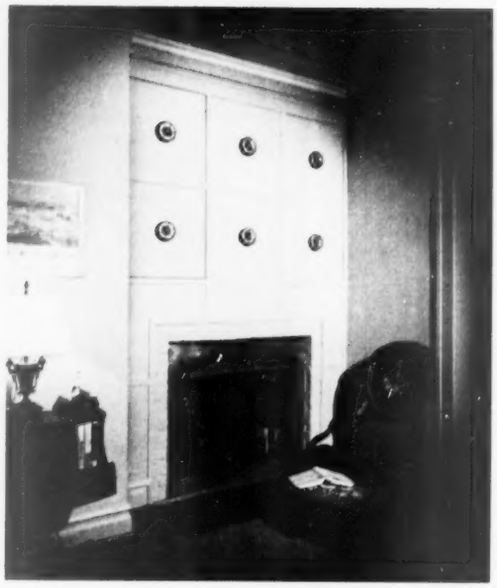
Lighthearted ideas

Begins on page 204



Why start ripping out bricks and mantel, when a bit of carpentry can bring your old fireplace up to date?

Fireplace is left intact and storage built above it. Mantel forms bottom shelf.

Recessed space over mantel makes a deep storage compartment. Wood panels over lower brick portion give the fireplace a modern look.

Louvers do the trick in rejuvenating the upstairs hallway, replacing dark doors which made hall look gloomy. Storage unit is built into wall and dressed up with rosette knobs, painted to match upper wall. Doors and wall dado are painted white to give the hall more brightness

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Little mixers do big jobs

Begins on page 177

"Sweet-tooth" special. You'll find yourself making fudge more often when the mixer does the hard work of beating. Use the highest of the 5 speeds. And when you're through, just press lever, and these beaters will slip out slick as a whistle. This portable is light in weight, yet it has full-size beaters

Home at the range. Go-where-you-go hand mixer works well in any bowl or pan. Here, it's whipping up fluffy, snowy 7-minute frosting. Mixer plus angel-cake mix made light work of the cake, too. Five-speed regulator is at your fingertips. Electric cord is long, lets you travel from counter to range

It takes the curves. Cookies will be coming out of that press before you know it — the heavy dough won't slow down this electric food mixer. Mixer boasts knee action; each beater automatically springs up or down to fit the curve of bowl you use. This way, you don't have to scrape bowl while mixing

COMFORT-CIRCA 1754

When sister's beau came sparking of a winter evening, it posed a problem. The whole family gathered by one roaring fireplace. The rest of the house was freezing cold. And Sister could only choose between warm publicity and icy privacy. One solution was *bundling*. It had its advantages but it was still, at best, a chilly way to spend an evening.

How different today! Thanks to modern air-moving equipment, *every room in the house* can be filled with fresh, warm air. Junior can play upstairs, Mom can bake a cake, Dad can work in his basement shop, and Sister can entertain in the living room — all in perfect comfort.

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How to dress your fireplace

Photographs: Hedrich-Blessing. Decorator: Lubliner & Himmel

To accent a fireplace with an off-center opening, try an off-center arrangement. Ornamental plaques on right follow line of fireplace, balanced by the large pewter clock. The David Weinstock home, Highland Park, Illinois

Decorator: Ellen Behrens, A.I.D. Architect: Willis Tacon

You can give a small fireplace more importance with an impressive row of pictures spanning the wall above it. Three large photographs of children add a personal, animated touch to this family room. Bright tiles used around the opening contrast with the wall and help to accent the fireplace. From the Harry Fisher home in Cincinnati

Your fireplace is a natural center of interest in your living room—so play it up! Give it plenty of eye appeal with striking accessories in a pleasing arrangement. These pointers will help: Choose decorative pieces that are personal and distinctive. Be sure they harmonize with the fireplace, fireplace wall, and the furnishings of the room.

Arrange your mantel accessories for a dramatic, inviting look. Don't be afraid to experiment with unusual accessories and arrangements—they can give your fireplace an individual touch that stamps it as *yours*. Here we show you nine mantel treatments to help you have a well-dressed fireplace.

You'll discover a symmetrical mantel arrangement gives a quiet, restful feeling to a room.

Center something large and interesting for drama. Add a pair of smaller accessories, placing one on either side to complete the arrangement. A large fireplace needs good-size decorations.

More on page 210

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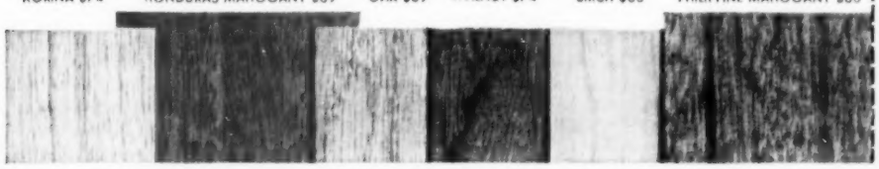

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How to dress your fireplace

Begins on page 208

Architect: Ernst Benkert

Arrange your furniture to make your fireplace the room's focal point. This gives the room a sense of unity, as well as more convenience. One large portrait gives this fireplace a pleasing simplicity. Note how the molding pattern emphasizes the frame of the picture. The home of the Lanning McFarlands, Winnetka, Illinois

If your fireplace wall has a pattern—in paneling or wallpaper—keep your accessories simple, or you'll have a busy effect.

On this wall, with its handsome wood paneling and tile-trimmed fireplace, the only decoration added is a pair of old brass lanterns. The lanterns are placed to accent the panel design. From the Max Glazer home, Highland Park, Illinois.

Architect: Jones & Duncan

For eyecatching mantel effects, experiment with informal balance. Here, an ironstone lavabo filled with greens is placed off center. Two candlesticks stand at the opposite end of mantel—far out from center, to balance the large object. White accessories are good contrast for dark walls. Dr. B. V. Reaney home, Highland Park, Illinois

Decorator: Marion Heuer, A.I.D. Architect: Rene Travelletti

Choose unusual pieces to give your fireplace special impact. Two striking accessories, varied in size and shape, combine to make this simple but dramatic arrangement. The square, solid mass of the clock is balanced by the big, open curves of the iron candelabra. From the home of the Norman Schlossbergs, in Winnetka, Illinois

More on page 212

Unretouched photo shows how B-I-N covers!

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How to dress your fireplace

Continued from preceding page

Architect: Howard Boynton. Builder: Greta Lederer

Choose bold, simple-lined accessories to play up a fireplace wall in an informal room like this. Two black-metal sconces with white candles make a striking accent against the knotty-pine background. Staggered arrangement, repetition of rectangular shapes dramatize the grouping. From the home of Jacob M. Loeb, II, Glencoe, Illinois

Architect: Ames Ross

You can make a pleasing arrangement of dissimilar objects if you choose them carefully. The figurine, flower vase, and candelabras here all have the same delicate, quaint feeling—so they harmonize with each other and with the lightly scaled marble fireplace. Note how well the accessories blend with the furniture in this room

Meet the one heating expert who can save you up to 25% on fuel oil

...AND GUARANTEE IT IN WRITING!

This man offers you money-saving magic! He is your Timken Silent Automatic, Direct Factory Dealer. It is within his power to cut your fuel oil bills more than any other dealer in the heating business!

Why? Because he is authorized to sell, and trained to install the amazing Timken Silent Automatic Wall-Flame Oil Burner – which in test after test, home after home, has cut fuel oil bills up to 25% and more! Made by the world's leading manufacturer of quality-built heating equipment.

He offers a *written* guarantee of fuel savings, exclusive in the industry. As an authorized, factory-trained Timken Silent Automatic Heating Expert, he will scientifically test your heating plant. Then he will tell you how much fuel oil you can expect to save by replacing your gun-type burner with a new Wall-Flame Burner. If you decide to buy, *he'll then guarantee the fuel oil savings in writing!*

If you're heating with coal, this guarantee is important to you, too. For you are assured the same fuel economy, proved over other types of oil burners in home heating tests everywhere! Plus the comfort, convenience and cleanliness of truly automatic oil heat!

Let him show you this most advanced principle of oil heat. Completely quiet, clean, and with only one moving part, it blankets heating plant walls with a natural, unhurried, blue-hot flame. May be installed in just a few hours. Nothing to get out of order.

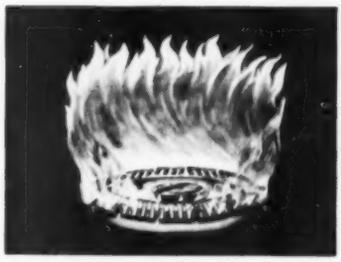
Phone your local dealer today for a free fuel-saving estimate! He is listed in the "yellow pages" of your phone book. Remember: *your home is like no other.* That is why it will pay you well to get his expert advice and counsel. Many Timken Silent Automatic Wall-Flame Oil Burners have already paid for themselves in fuel savings alone.

Make the "Match Test"

Form a circle with your thumb and index finger, and hold a lighted match in the center. Move the match closer to either finger. At what position is the flame hottest? Now, see "A" and "B."

A. Conventional oil burner flame is in the center of ashpit—far from heat absorbing surfaces.

B. Wall-Flame burner blankets heat-absorbing surfaces—gives a fast, economical heat.



World's finest oil burner! In the Timken Silent Automatic *Wall-Flame* Burner, scientific placement of flame, plus complete preparation of the air-fuel mixture, results in unequalled efficiency and oil savings.

Choose from a Complete Line of Oil and Gas Furnaces, Boilers, Conversion Burners and Water Heaters for Every Home Heating Need.

Phone your local Timken Silent Automatic Dealer today for free fuel-saving estimate . . . facts on 36-month easy-pay plan! World's highest quality heating equipment . . . sold only by factory-trained heating experts.

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Dept. BH-94, Jackson, Michigan

Please give me specific facts on how homeowners *in my community* have saved fuel with Timken Silent Automatic Heat.

Name _____

Street _____

City _____ State _____

I am also interested in facts on (type of equipment) _____

(Students, please check here for special data) ☐

When you select a gift, remember . . . .

YOU CAN GIVE anyone A BOOK

WHAT gift is more personal, more permanent, than a book! You enjoy the giving . . . and invariably you give pleasure, too.

Right now, just think around the circle of your family and friends. Isn't there someone you'd like to remember with a well-chosen gift? A birthday coming up, perhaps? Or a wedding? Or a visit from the Stork?

A book is a gracious, inexpensive way to mark any occasion. When you write your name in the fly leaf, a book will keep fresh the memory of the giver.

All *Better Homes & Gardens books* can be seen and bought wherever books are sold. If you prefer to order by mail, remit to Better Homes & Gardens, 6209, Meredith Bldg., Des Moines 3, Iowa. All books are guaranteed: If the recipient already has the book you give, return it to us for refund.

..your hostess
..a bride
..a man around the house
..a good boy or girl
..parents of babies
..amateur gardeners
..a good cook or a new cook
..a physician
..SANTA CLAUS
..THE EASTER BUNNY
..THE STORK

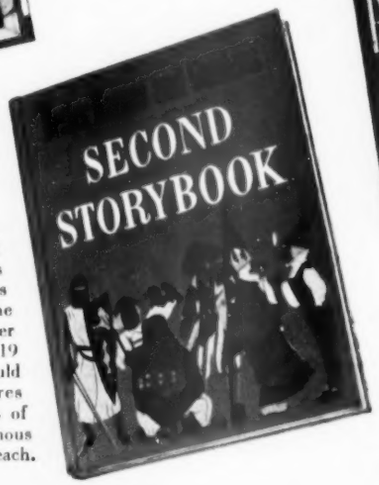
To thank your hostess for a visit . . . this GARDEN BOOK is excellent for giving any amateur *assurance*. It supplements personal experience. The first *complete* book on gardening using extensive "how-to" photographs. Shows how to plan and to plant just the garden one wants. Helps avoid the disappointment and expense of mistakes. At almost any bookstore, hardware or seed store. Half a million copies in use. Only $3.95 for this 520-page volume with 20 chapters and 1159 pictures. (Canada $4.50.)

To reassure the expectant mother with her first baby . . . or her latest. This BABY BOOK has helped a million and a half women make motherhood a happy experience. It answers so many questions. And 12,439 physicians own it, refer patients to it. Step-by-step photographs, time tables, charts, menus aid the text in covering prenatal care, child-care guidance through the sixth year. Carries the Seal of Acceptance of the American Medical Association. With 48 pages for recording Baby's progress. Only $2.95. Sold at bookstores *and* infants' and children's departments.

To celebrate a wedding, a new home, an anniversary . . . this COOK BOOK. Here is everything about cooking, including meal-planning, nutrition, table-setting, *triple-tested* recipes. Nineteen comprehensive chapters. Text-and-picture directions. Tab-indexed, loose leaf binder with gay, washable covers. Over 5½ million copies in use today. Nothing quite like it. Only $3.95 (Canada $4.50).

To encourage the talented amateur and, even more, the man who doesn't yet know how handy he can be. This HANDYMAN'S BOOK proves there's no magic in being "handy" . . . it's just a matter of getting *clear directions* . . . from someone who knows. Here are professional methods, spelled out in ABC's. 1-2-3-step pictures, too. 1600 repair jobs and home improvements the home-owner can make. Only $3.95 (Canada $4.50).

To reward . . . or to surprise a promising child . . . and to help him learn to read. In the first volume, 50 stories, fables, rhymes and lessons approved by educators for children from 3 to 8. In the Second Story Book, for older children from 6 to 12, are 19 classics every youngster should be familiar with. Pictures throughout are reproductions of the illustrations in the famous early editions. Only $2.95 each.



Don't forget to include yourself among those to whom you give books!

Are you gambling with your home?

Continued from page 172

tended coverage, theft, and personal liability. To obtain comparable coverage, the homeowner would have to buy four policies with endorsements, each computed at a different premium rate.

Because the package policy cuts paperwork, insurance executives say it offers as good, or better, coverage—at lower cost.

Here is the basic organization of the package policy:

A basic amount (say $10,000) is established as the cash value of the house. Ten percent of that amount ($1,000) is added for "appurtenant private structures"—garage and so on. (This is a new feature. Standard policies permit application of 10 percent of face value to garages, but the total of the policy is not increased.) Forty percent of the basic amount ($4,000) is added to cover household and personal property. Ten percent (but not less than $1,000) of the household-goods figure can be applied to personal property away from the insured house. This covers the things you might take on a trip.

The amounts listed are coverages for the fire, extended-coverage, and theft sections.

Another 10 percent of the basic amount ($1,000) is added to pay additional living expenses if you are forced to live out of your home temporarily as the result of fire, windstorm, or other insured peril.

A personal-liability section provides up to $10,000 to meet legal liabilities. A medical-payment section allows up to $250 (each person) for treatment of injuries suffered by others on your property.

Under extreme but unlikely conditions, the $10,000 package policy could pay a total of $26,000. It could come about this way—$10,000 for the dwelling, $1,000 for the garage, $4,000 for household and personal property, and $1,000 for additional living expenses, or $16,000. If a successful liability suit also resulted from the fire, the policy could pay another $10,000. The owner of such a policy should not consider, however, that he has a $26,000 policy.

Premiums will vary considerably according to construction and location of the property and fire protection available. But the cost will be approximately 20 percent less than that of the same coverages bought separately. The package may be paid for annually, although sold on a three-year basis.

There is variance among policies, but the package-policy outline will be similar to the example.

Things to know

Insurance does not protect property. It is no guarantee of safety.

Insurance protects you from financial loss. You will be reimbursed for cash loss or face value of insurance, whichever is smaller. Cash value is determined by replacement or market value of the item damaged, destroyed, or lost. Do *not* expect to profit.

Insurance is limited. Companies can pay *only for losses caused by the hazards named in the policy.* Every policy contains sections which set out specific conditions.

Insurance protects against only uncertain losses, not the certain losses. You are expected to bear costs from use of your home, furnishings, and contents. A home will depreciate about 2 percent a year. You are also expected to bear the cost if your home depreciates faster because of poor maintenance.

Short-measure yardsticks

Insurance on many homes is based on short-measure yardsticks that you should avoid.

Do not base insurance on:

The amount of your mortgage.

The price you paid for your home.

The mortgage value of your home.

The tax valuation of your home for assessments.

Each of these is faulty, because the lot and other factors are included in values relating to mortgages, prices, and taxes.

If you insure only enough to cover the mortgage, you are leaving your equity unprotected.

Price and valuation have little relationship to factors used in computing the insurance payment you would receive if your home were destroyed. Reimbursement is based upon the replacement cost less depreciation.

How much insurance?

For the dwelling:

Insure for the cash value of the building. Determine cash value from the cost of building an identical home (*not* including land, excavation, land fill, or landscaping). Reduce that amount by 2 percent for each year of age of your home (but never depreciate to less than half replacement cost).

For the contents:

Insure for $1,000 per room or 40 percent of the cash value of the dwelling for the cash value of the contents. You can learn the cash value of your possessions by having an appraisal made (for a fee). Or you can make your own inventory. List purchase date and replacement cost of each item you own. Compute a value by estimating the expected life of each item. Insure for the total of the depreciated values.

Against theft:

Working from an inventory of household goods, you and your agent can reach a reasonable figure, but let it be liberal. Many theft losses are underinsured. Many items are not ready targets for theft. But in some instances, moving vans have been used to empty a house.

Personal liability:

There is no rule of thumb. You *cannot* pick the accident, the injury, or the injured person. You can only guess at how large a judgment might be rendered.

Pella® WOOD CASEMENTS with built-in ROLSCREENS and DUAL GLAZING eliminate tiresome, semi-annual window chores. PELLA DUAL GLAZING and STAINLESS STEEL WEATHERSTRIPPING increase the efficiency of heating and air-conditioning units . . . save on fuel and power costs. Stock-size PELLA units reduce window installation costs because they are completely factory-assembled. They can be combined into hundreds of modern window arrangements. Before you build or remodel, investigate PELLA. Send for FREE FOLDER.

ROLSCREENS — the original inside screens that roll up and down like window shades.

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GENTLEMEN: Please send *FREE LITERATURE* on Pella Wood Casements with ROLSCREENS and DUAL GLAZING.
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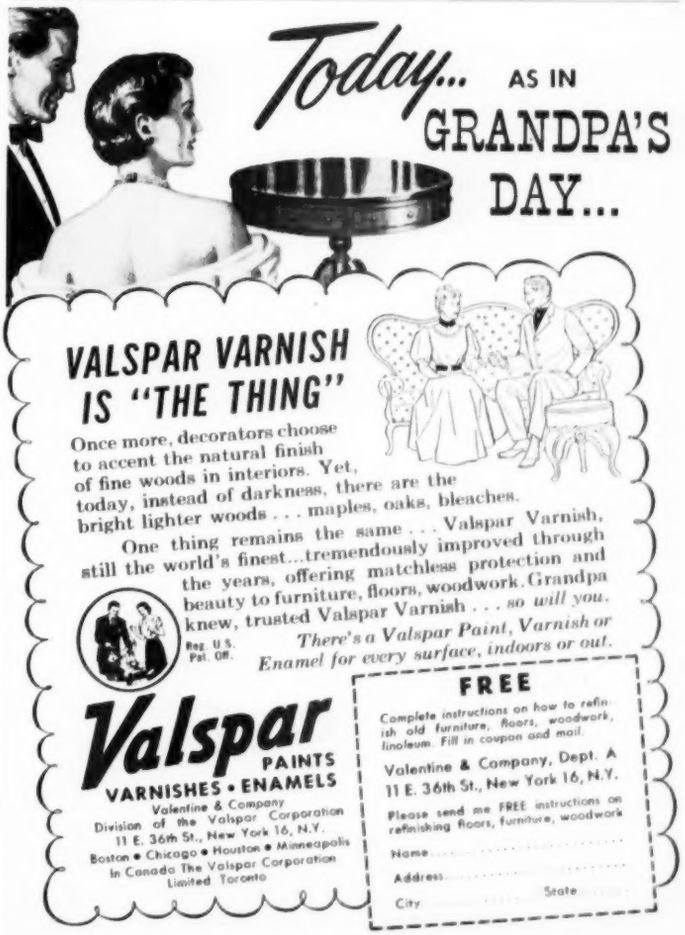
MAKERS OF PELLA MULTI-PURPOSE WINDOWS • FOLDING DOORS • VENETIAN BLINDS • ROLSCREENS



What's the best grass for your lawn?

Wherever you live, there's good news about your lawn. The grass you mow can be greener, smoother, more weed-free than it's ever been before. And you won't have to work harder to get it.

Whatever you plan for your lawn, your chances of success are twice as good as they were 10 years ago. There are acres of good turf all over to prove it.

The story begins with research, the same kind of research that has given us the wonder drugs and new varieties of roses. The grass experts of the U. S. Department of Agriculture and the U. S. Golf Association have made real progress in their search for the secret of good grass.

They have developed some new grasses that will outperform any of the old. This fall, you can choose from grasses that didn't exist a decade ago.

Fall has long been lawn-building time. Now the experts specify *early* fall. And if you live in the bluegrass belt, you'll be way ahead if you start in late August. This is a full month earlier than previously recommended. Tests show that bluegrass will germinate in 8 days when the weather is warm, may take 20 days in mid-September.

Before you start your lawn program, take a look at the map and note the grasses that are best adapted to your area. Half the battle is won when you start with a good grass.

If you live north of San Francisco, Tulsa, or Richmond, you'll want to make your selection from the cool-season grasses, such as bluegrass. These grow best when the weather is cool, and tend to go dormant during the heat of summer.

If you live in the South, choose from the warm-season group, like Bermuda grass. These grasses grow best at higher temperatures and go dormant in the winter.

And along the Gulf Coast and parts of California, you can use any of the warm-season grasses plus St. Augustine and carpetgrass. These latter grasses make a vigorous, tough lawn, but they won't take cold weather.

Grasses for the North

Bluegrasses. For years, bluegrass has been the standard by which other cool-season grasses were measured. It has a rich green color and good texture and is fairly resistant to invasion by weeds. Unfortunately, it doesn't grow well in hot weather, is susceptible to many diseases.

The new Merion strain of bluegrass is better in both respects. It keeps growing until the temperature goes into the 90's, and is resistant to leaf-spot diseases. It is deep-rooted, and will thrive on remarkably little water. The seed is still expensive, but a little goes a long way. One pound for each 1,000 square feet will establish a good lawn on a new seedbed.

If you want to start a new lawn, you can sow Merion now. Don't wait. The seed germinates best in the warm days of late August and early September. If you want to introduce Merion into an old sod, you'll have to wait until spring. The trick is to sow it when the older grass is dormant and while the soil is honeycombed with frost cracks.

Bentgrasses. Bentgrasses account for many of the beautiful lawns in New England and the Pacific Northwest. They can be used wherever a cool-season grass is needed, but they require more water and plant food than bluegrasses.

New bents showing great promise are Astoria and Highland. Both make a thick, drouth-resistant turf, and both will grow in light shade. Highland is particularly good under adverse conditions. All bentgrasses can be closely clipped. Sow 2 pounds of seed to each 1,000 square feet for new turf.

Fescues. The fescue group has long been favored for lawns where the soil is sandy and light or where shade is a problem. Some of the newer strains are more disease resistant than the old. Rainier has a rich, deep-green color. Trinity and Illahee are better than average in cooler areas. Kentucky 31 is a [*Turn to page 234*

"We solved a lot of problems when we switched to SUNBEAM Winter Air Conditioning"

Mr. Lester H. Volk, St. Louis, reports his new furnace has given him perfect comfort... saved $30 a year on fuel!

IF you have heating problems in your home, the experience of the Volks may point the way to greater home comfort and smaller fuel bills. Listen to what he says:

"When we decided to install a new furnace, we shopped around very carefully. After comparing and checking the various makes and companies, we bought a Sunbeam Winter Air Conditioner because of its established reputation for quality. Our Sunbeam has provided perfect comfort throughout our home. We haven't spent a penny for maintenance during the 2 years we've had it. We simply set the thermostat at 72 degrees at the start and leave it there all winter long. Yet, our Sunbeam costs us about *$30 a year less* to operate than the old furnace we had." The Volks also have a roomier basement now, which adds to the enjoyment of their home.

SUMMER COOLING, TOO!

The Volk's attractive home in St. Louis—where temperatures range from sub-zero winters to near-tropical summers—is a model of comfort and cleanliness the year 'round. At the end of the heating season, Mr. Volk simply switches on the Sunbeam Summer Air Conditioner shown alongside the furnace. From then till time to turn on the heat again, the entire home stays delightfully cool, clean and fresh. Gone are those hot, humid nights. Gone, too, are many of those endless summer cleaning chores. Summer cooling with a Sunbeam is not expensive. Mr. Volk says his electric bills for cooling his home and big basement average *less than $5 a month!*

Get a SUNBEAM— *save work, time and money!*

Developed by American-Standard, a leading manufacturer of top quality heating equipment, Sunbeam air conditioning units give you many extra years of trouble-free, fuel-saving service. They are available in many different models . . . for gas, oil and coal . . . for homes with or without basements. And they are fully approved as safe for closet, utility room, attic or under-the-floor installation. **Sunbeam Air Conditioner Division,** American Radiator & Standard Sanitary Corporation, Elyria, Ohio.

FIND OUT HOW EASY it is to have a Sunbeam . . . how little it takes to own the finest. Your Sunbeam dealer is listed under "Furnaces" or "Air Conditioning" in the Yellow Pages of your phone book. Ask him for a free estimate. Or send coupon with 10¢ for copy of helpful Home Book.

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I enclose 10¢ to cover mailing and handling.
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I would also like to receive literature on Sunbeam Summer Air Conditioners ☐
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City ..... **County** ..... **State** .....
If you live in Canada, send to Standard Sanitary & Dominion Radiator, Ltd., Box 39, Station D, Toronto

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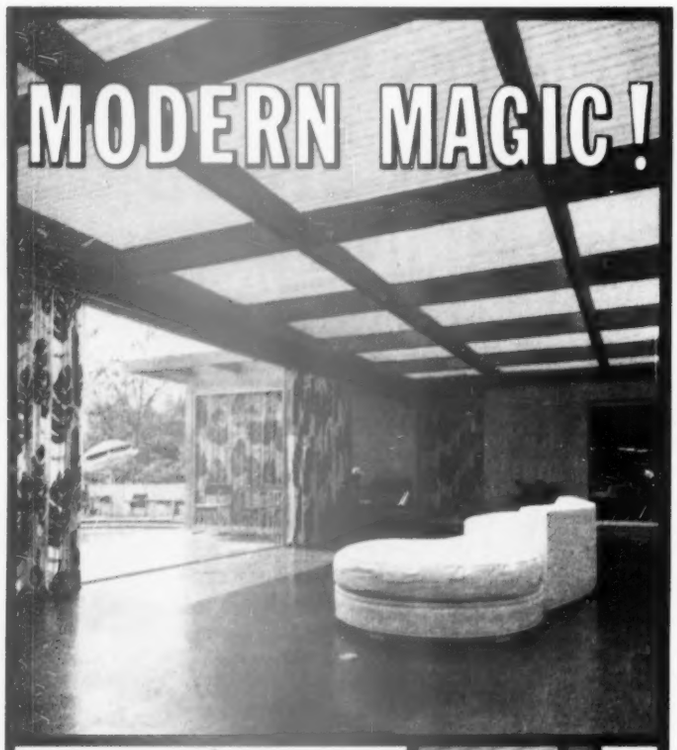

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SEPTEMBER GARDEN REMINDERS:

Now's the

CENTRAL AND EAST

Divide and reset crowded lilies-of-the-valley. Replant only strongest pips, spacing 4 inches apart.

Transplant peonies that failed to bloom well because clumps were overgrown.

Set out autumn crocus and colchicums if you have not done so earlier.

Make cuttings from overgrown pot plants. Root in moist sand or vermiculite.

Add a thin layer of sand-soil mixture to low spots in your lawn. Regular top-dressing will help level bumpy lawn without a major overhaul.

Look for borer damage on lilac stems. Squirt carbon bisulphide into borer holes and plug with clay.

Stake asters and helenium.

Continue to water mums and dahlias.

Dust or spray shrubs that show red-spider damage, after flushing spiders off shrub with brisk spray from

SOUTH AND SOUTHEAST

Continue to spray or dust with a multipurpose pesticide to keep down mildew and red-spider damage.

In Lower South, sow seed of sturdy annuals like phlox, marigolds, cosmos, sweet alyssum, and cornflowers.

Mulch dahlias to help retain soil moisture, increase bloom size.

Sow seed of mustard, broccoli, turnips, beets, and carrots in vacant garden rows for a fall crop of table vegetables.

Water shrubs and trees set out this year. Soak deeply at least every 10 days.

Spray gladiolus with DDT or lindane to control thrips.

Plant alyssum, snapdragons, cosmos, lupines, and marigolds to increase fall color. Use salvia, sweet-williams, or verbena for part-shade.

TEXAS AND SOUTHWEST

Order bulbs for fall planting. Include scilla, crocus, and other "miniature" bulbs.

Repot house plants that have outgrown their pots. To start new plants, make cuttings from straggly growth.

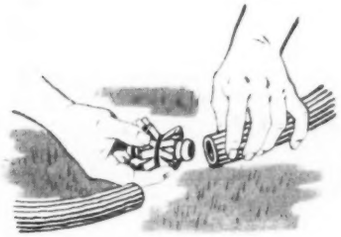
Spray shrubs with lindane if lace bugs appear. Use multipurpose pesticide on roses and fall-flowering perennials.

Lift Dutch iris that have become overcrowded. Plant divided clumps about 4 inches apart and 4 to 6 inches deep.

Check ground under mulches around azaleas, gardenias, and camellias to see that it is moist. Syringe foliage each time you water.

Check polyantha roses and remove any seed pods that may have formed. To help conserve strength of plants in hot weather, remove flower buds from all

time to...



Repair leaky garden hose to cut down inconvenience and stop wasting water.

Cut away the leaky section, splice ends with hose connector. Soap connector ends for easy installation.

garden hose. Malathion will prevent return of pests.

Set out new bleedingheart and Oriental poppies, or divide and replant old clumps.

Plant narcissus bulbs as soon as possible.

Start new lawns or prepare and seed bare spots in established lawn.

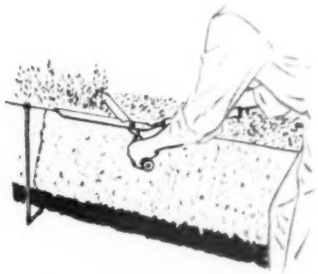
Plant lilacs, forsythia, and other spring-flowering shrubs.

In hot, dry areas, water lawn and garden often.

Place containers, such as coffee cans, in sprinkle zone. Judge amount of water sprinkled by amount cans collect. Lawns need 1 inch a week.

Place order for early spring-flowering bulbs. Keep tulip bulbs in refrigerator at 40 degrees for 6 weeks before planting.

Feed and keep roses watered for a colorful parade of fall blooms.



Shear hedges as soon as fall rains, cooler weather rouse them with renewed growth.

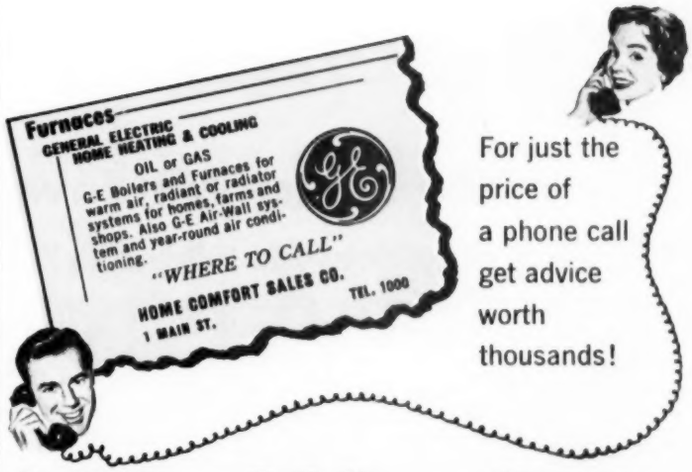
Hedges stay fuller, more vigorous if base is trimmed to be wider than top. Sloping sides catch more sunlight.

roses this month in dry areas. Water all roses liberally.

Begin listing shrubs you will need to complete your garden this fall. Select drouth-resistant types for plains areas. Place orders early.

Sow larkspur, cornflower, and other hardy annuals for autumn flowering.

More on next page



Call Your G-E Home Heating Expert Now ...*without delay*

Don't make any decisions on heating until you hear the amazing facts about G.E.'s specially designed boilers and furnaces for quick, economical heating comfort in your home. Phone your local G-E Expert for a *free home heating survey now.* He'll help you plot the most economical way to heat every room whether you use warm air, steam or hot water . . . or heat with oil or gas. He also offers you 3 basic designs created to fit your home's construction—upflow for basement, downflow for basementless homes, horizontal flow for crawl space or attic installation.

For the name of your G-E Dealer, consult your Yellow Pages today. Look under Furnaces or Oil Burners or Gas Heating.

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G-E Oil Boilers save up to 50% on fuel! For quick warmth on coldest mornings; automatic G-E Oil Boilers or Furnaces.

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Just a flick of your finger and summer warmth floods every room. Automatic G-E Gas Furnaces or G-E Gas Boilers.

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Enjoy healthful, clean spring-time air in your home 12 months a year! New, compact G-E unit fits anywhere. Cools your entire home in summer, heats it in winter with oil or gas. Enhances the value of your home.

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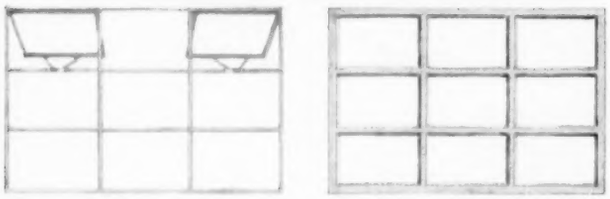
"A salute to those who made it possible" *

When You Select Windows

1. Compare Daylighting and "Viewability"



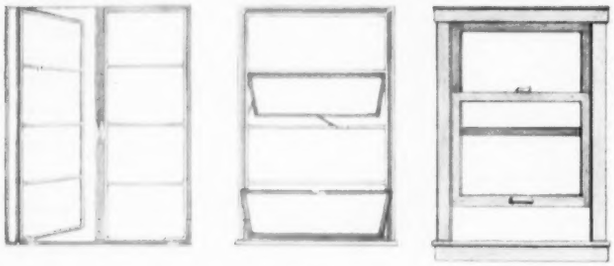
Fenestra
Slender Steel WindoWall

Ordinary
Bulky "View" Window

When you look at Fenestra* Residential Steel Windows, you see that they're strong and rigid, without being bulky. That's why you get more glass area . . . more daylight . . . more view than you get with other windows.

Compare the slim-lined Fenestra WindoWall, for example, with the heavy, awkward, view-blocking window at the right.

2. Compare Amount and Control of Ventilation



Fenestra
Steel Casement Window

Fenestra
Steel Projected Window

Ordinary
Bulky Sliding Window

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Now's the time to . . .

Begins on page 218

CALIFORNIA

Add daylilies to your next plant order. They can be set out any time this month.

This month, concentrate on grooming the garden for the fall season—water, spray, and stake plants so they show to best advantage.

Sow root crops such as beets and carrots. Any of the cabbage family also may be sown.

Control mildew on roses and zinnias with Karathane or sulfur.

Cut back perennials that have finished blooming, then feed and water them. Some will give you a second crop of flowers this fall.

Disbud dahlias and chrysanthemums to get bigger flowers. Continue to feed until buds show color.

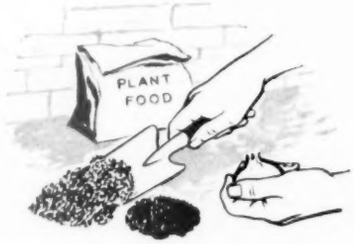
Plant cineraria, calendulas, larkspur, and snapdragons in shallow boxes to set out in fall.

Divide and reset peonies, watsonias, Transvaal daisies, and other perennials that have finished blooming for the season.

Set out bulbs of anemones and ranunculus. Soak the bulbs first, to make them plump.

Plant the various narcissus for spring color. Bulbs need time to develop good root system before winter.

For striking effect, try setting bulbs in clusters along borders of lawns or gardens.



PACIFIC NORTHWEST

Cultivate flower borders and beds as necessary to keep down weeds. Pull up stray weeds to keep them from setting seed that will plague you next year.

Feed lawn with 3 pounds of plant food for each 100 square feet.

Keep vegetables growing tender and succulent with a side-dressing of plant food. Use 3 or 4 pounds for each 100-foot row.

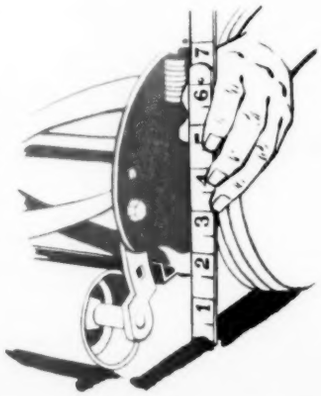
Plant fall-flowering bulbs where you want color this fall. Include crocus, sternbergia, and colchicum.

Keep insects under control on maturing vegetables by spraying every week with methoxychlor or similar pesticide.

Check height of cutter bar on lawnmower. It should be set at $1\frac{1}{2}$ inches.

Grass cut shorter than that is often damaged by September hot spells. If ruler is not handy, standard matchbook turned sideward is accurate gauge of $1\frac{1}{2}$-inch height.

Keep the cutter keen-edged. Dull blades tear grass, cause lawn discoloration.



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Your pet and mine

Begins on page 200

Friends tell me a "police dog" is not any particular breed. What is your explanation?—Mr. B. G. F., Indiana.

Your friends are correct. A police dog can be most any breed, a dog trained in police work. Breeds most commonly used are German shepherds, Doberman pinschers, boxers, Belgian sheep dogs. The famed "succor" breed of the Swiss Alps, the Saint Bernard, can be described as carrying on a type of police work. The bloodhound is certainly a police animal.

My pet parakeet scratches and picks at himself. I have tried mite powders without success. The cage is regularly scalded and cleaned. Can you help me?—Mrs. H. P. C., Ontario, Canada.

Scratching doesn't always mean mites. Try to teach your bird to bathe by supplying wet lettuce leaves or carrot tops. If temperature is too high, your pet will itch and scratch. Moulting does the same. Feed your bird well, and I think the trouble will dry up.

Are snails of any real value in an aquarium?—Miss G. B. B., Texas.

It's a matter of personal choice. Some feel no aquarium is complete without them. Some fish attack snails, biting off their tentacles and killing them. The snails retaliate by crawling among the plants and pebbles and eating the fish eggs. On the other hand, snails and some fish seem to hit it off fine.

I have heard of "declawing" cats. Do you recommend this?—Mrs. D. H. W., New York.

The procedure involves removal of the nails under general anesthetic in such a way that the nail never again grows. I have heard humane workers both condemn and approve the operation. I make no comment in this controversy. Many have it done, are loud in praise of the results.

What causes body odor in a dog? Unless our dog improves, we'll have to move out of the house.—Mr. J. G. V., Alabama.

Chief cause of "doggy" odor is an excess discharge of the skin's oil glands, due to overfeeding or wrong feeding, mostly too much fat or grease in the food dish. It is common in indoor pets who fail to get sufficient outdoor exercise to work off this oversupply. The addition of a mineral supplement will aid in utilizing the excess.

We have just bought a valuable, highly bred boxer. Is there such a thing as insurance for dogs?—Mr. R. W. Q., Illinois.

Yes. Policies are issued covering death from fire, lightning, flood, windstorm, theft, riot, civil commotion, earthquake, accident in conveyances, or being run over by a vehicle. But these do not cover death from natural causes or disease. Consult your local insurance representative.

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- "Duco" Gloss and Semi-Gloss Enamel
- "Dulux" Super-White Enamel
- "Dulux" Refrigerator White
- Color Conditioning Finishes in Flat and "Dulux" Gloss and Semi-Gloss Enamels
- Primer Sealer
- Town & Country Alkyd Flat White
- "Ovalite" Enamel Undercoat
- "Dulux" Maintenance White Enamels
- Sealer-Coater
- "Flow Kote" Rubber Base Wall Paint

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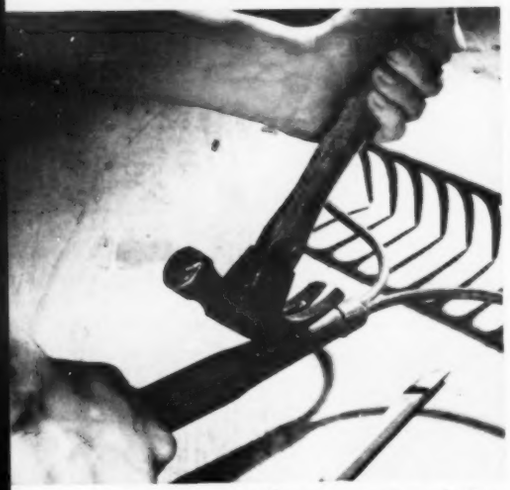
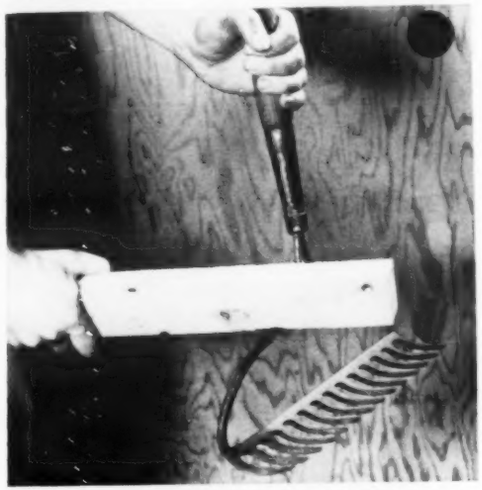
BETTER THINGS FOR BETTER LIVING
. . . THROUGH CHEMISTRY

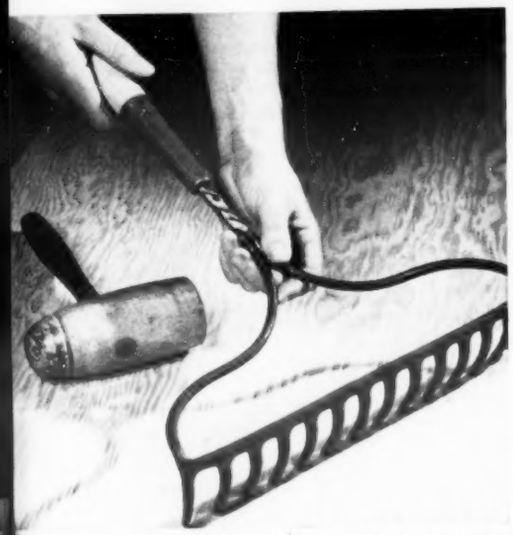
Changing handles is inexpensive, makes tools seem new



Replace a handle that's very loose, broken, or badly scarred. It's easier than repairing old one. First, loosen pin with cold chisel or screwdriver, pull with hammer. If handle is riveted, chisel off rivet head, and tap it out



Remove old handle by hitting toolhead sharply with a wood block. Hammer might damage head. If old handle is stuck on tightly, bury head in ground to preserve its temper, build fire around the handle and burn it out



Insert tool shank in ferrule of new handle. Hammer on with a wooden mallet. Hole in the handle is small to ensure firm fit. You may have to bore it out slightly. Drive shank in until hole lines up with one through ferrule

Reset pin and hammer down after handle's on far enough for holes to match. Screw can be used if old pin's bent or loose. If a rivet was used before, and you don't have another one, you can substitute a small nut and bolt

Better Homes & Gardens
SMART GARDENER'S GUIDE

(Maintenance)

Care of your garden tools

Few things add more to gardening pleasure than tools that are in good shape. A splinter from a rough handle, ragged rows that result from loose tool heads, or a dull edge on a cutting implement will make gardening more of a chore than it should be.

Give your tools a good going over before and after each garden season. Also follow a thorough maintenance program in between. Do jobs like cleaning and sharpening as they arise. Remember to keep your tools hanging up in a dry place when they're not in use.

Any tool does a better job if it's sharp. All you need to do the job is a vise and a file

The hoe is probably the most common garden tool in need of sharpening.

To do a good job, clamp the shank of the hoe in a vise. Then file along face only, keeping the strokes at about a 30-degree angle. This gives the right bite for chopping into soil.

Filing down into the blade will do away with any ragged metal burrs on the cutting edge.

Photographs: Stanley

Some edges file flat, some on one side, others on both

Grass clippers have to be taken apart to get a sharp edge down the entire blade. It might take a few minutes longer, but it's worth the trouble. File almost flat across each blade to get maximum bite as they scrape each other

Pruners of the anvil type have to be sharpened on both sides of the blade. Here you want a fine edge, so keep file almost parallel to blade. For final touch, use whetstone. Always be sure your file has a handle over the tang

Loppers and hook-blade pruners are sharpened on outer side only. Hold the file almost flat against blade, as with pruners. Be sure you keep disassembled parts in line, and near at hand to simplify putting them back together

Shovel once with a sharpened shovel, and you will be surprised at the difference it makes. File around rim of shovel face at fairly deep angle. On any of your sharpening jobs, file only on downstroke, never "back and forth"

Scuffle hoe and other special tools require a sharpening technique to fit the job. Here, filing is almost flat across inside of blade. Block of wood underneath protects table top, also prevents knuckles from getting scraped

Clean, smooth tools look best and are the easiest to use

Scrape soil off a tool right after it's used, and there's no hard, bricklike dirt to chip off later on. A small putty knife kept where your tools hang is just the thing to get all the dirt off of all surfaces while it is still soft.

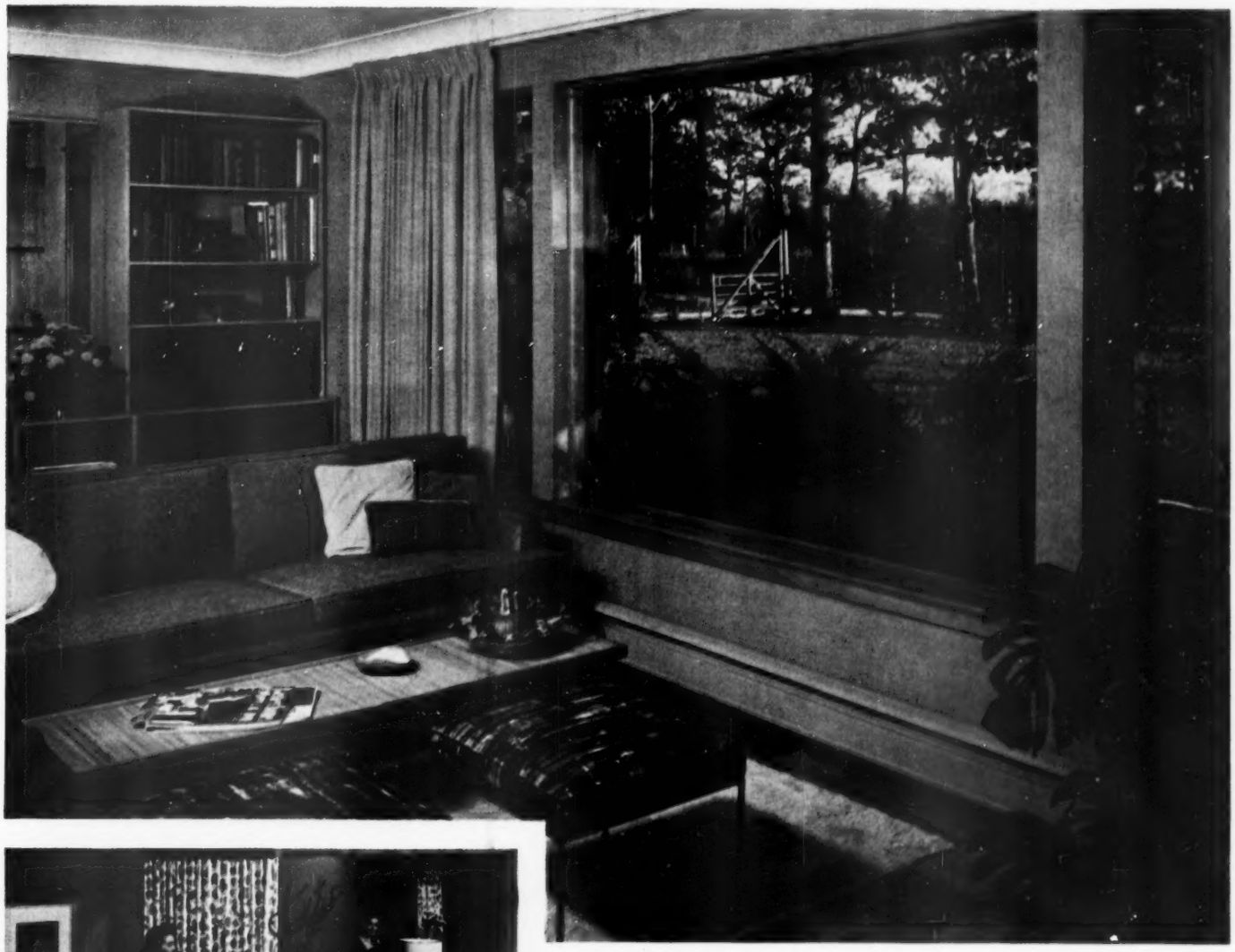
Rub blade down thoroughly with coarse grade of steel wool or sandpaper if dirt has had a chance to harden. Don't let it go uncleaned until rust has had a chance to start. Less dirt sticks to a smooth blade, shoveling's easier

Use rust preventive after cleaning any tool that you won't use again right away. You can use a commercial brand, or this one you make yourself: Dissolve ½ ounce paraffin in 1 quart of carbon tetrachloride. Paint on with brush

Keep handles as smooth as possible, because it's friction, not hard work, that causes blisters. Old handles feel like new after a good sanding with light sandpaper. Light sanding on new handles lets hands slide easier, too

Rub handle down thoroughly with linseed oil after taking nicks and splinters out by sanding. This penetrates the wood pores and seals out the dirt and perspiration acids. It also imparts a smoother, attractive finish to wood

You can make "at home" life more comfortable and enjoyable with Pittsburgh Glass



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Easy shells for creamed dishes

Begins on page 189

Pastry Petal Cups. Filled with savory Crab-meat Newburg; partnered with green slaw, tomato wedges, and cucumber spears.

To make cups: Roll Plain Pastry (page 227) to 1/8 inch on lightly floured surface. Cut with 1 3/4-inch round cutter.

Place one round in bottom of each muffin cup; overlap four rounds on sides; press. Prick. Bake in very hot oven (450°) about 10 minutes.

Corn-meal Shells. They are filled with Creamed Ham, and served with a vegetable-salad mold, potato chips, cucumber slices, tomato wedges.

To make shells: Roll Corn meal Pastry (page 227) to 1/8 inch on lightly floured surface. Cut in 5-inch rounds with pastry wheel or cutter.

Fit into 4-inch tart pans. Prick with fork. Bake in hot oven (425°) about 12 minutes.

Recipes on next page

Easy Chicken a la King

Quick with canned mushroom soup for the sauce—

- 1 can condensed cream of mushroom soup
- ¼ cup light cream
- 1½ cups diced cooked chicken
- ¼ cup diced green pepper
- 2 tablespoons diced pimiento
- 1 teaspoon Worcestershire sauce

Combine soup and cream; heat slowly, stirring constantly. Add remaining ingredients. Heat thoroughly, stirring occasionally. Serve in Toast Patties or other shells. Makes 4 to 6 servings.

Shrimp in Cheese Sauce

Shrimp in a different, taste-tempting way—

- 2 tablespoons butter or margarine
- 2 tablespoons enriched flour
- 1 cup milk
- ¼ teaspoon salt
- Dash pepper
- 1 teaspoon Worcestershire sauce
- ½ cup shredded, sharp process American cheese
- 1½ pounds fresh or frozen shrimp, cooked and cleaned
- 1 10-ounce package frozen peas, cooked and drained
- 1 teaspoon lemon juice, fresh, frozen, or canned

Melt butter; blend in flour. Add milk gradually and cook till thick, stirring constantly. Add salt, pepper, and Worcestershire sauce. Add cheese; stir till melted. Add shrimp, peas, and lemon juice. Heat thoroughly. Serve in Bread Baskets or other shells. Makes 6 servings.

Crab-meat Newburg

A gourmet dish for your fanciest party—

- 3 tablespoons butter or margarine
- 2 cups flaked crab meat
- 2 tablespoons cooking sherry
- 1 tablespoon butter or margarine
- 1 tablespoon enriched flour
- 1 cup light cream
- 2 beaten egg yolks
- 1 teaspoon lemon juice, fresh, frozen, or canned
- ¼ teaspoon salt
- Paprika

Melt 3 tablespoons butter; add crab and sherry, and heat slowly, being careful not to brown butter. Meanwhile melt 1 tablespoon butter in another pan; blend in flour; gradually add cream. Cook slowly, stirring constantly, until sauce comes to a boil. Remove from heat. Stir into yolks and return to saucepan. Continue cooking over low heat, stirring constantly, until thick, about 5 minutes. Add hot crab mixture, lemon juice, and salt. Remove from heat and mix well. Serve immediately in Pastry Petal Cups or other shells. Sprinkle with paprika. Makes 6 servings.

Plain Pastry

- 1½ cups sifted enriched flour
- ½ teaspoon salt
- ½ cup shortening
- 4 to 5 tablespoons cold water

Sift together flour and salt; cut in shortening with pastry-blender or blending fork till pieces are the size of small peas. Sprinkle 1 tablespoon of the water over part of mixture. Gently toss with fork; push to one side of bowl. Sprinkle next tablespoon water over dry part; mix lightly; push to moistened part at side. Gather up with fingers; form into ball. For double-crust pie, divide dough for lower and upper crust. Form each into ball. Flatten ball slightly and roll ⅛ inch thick on lightly floured surface. If edges split, pinch together. Always roll from center out to edge. Use light strokes. Makes enough pastry for one 8- or 9-inch double-crust pie or 4 to 6 tart shells.

Corn-meal Pastry

Slightly crunchy with corn meal and delicately seasoned. Ideal to go with meat or seafood filling—

- 1¾ cups sifted enriched flour
- 1 teaspoon celery salt
- ½ teaspoon salt
- ¼ cup yellow corn meal
- ½ cup shortening
- 5 to 6 tablespoons cold water

Sift flour, celery salt, and salt; stir in corn meal. Cut in shortening with pastry-blender or blending fork till pieces are the size of small peas. Sprinkle 1 tablespoon of the water over part of the mixture. Gently toss with fork; push to one side of bowl. Sprinkle next tablespoon water over dry part; mix lightly; push to moistened part at side. Repeat till all is moistened. Gather up with fingers; form into ball. For double-crust pie, divide dough for lower and upper crust. Form each into ball. Flatten ball slightly and roll ⅛ inch thick on lightly floured surface. If edges split, pinch together. Always roll from center out to edge. Use light strokes. Makes enough pastry for one 9-inch double-crust pie or six to eight 4-inch tart shells.

Creamed Ham

Chunky cubes of ham in a fine-flavored sauce—

- 3 tablespoons butter or margarine
- 3 tablespoons enriched flour
- 1½ cups milk
- 2 cups diced cooked or canned ham
- ¼ cup chopped stuffed olives
- 1 tablespoon chopped parsley
- 1 teaspoon Worcestershire sauce

Melt butter; blend in flour. Gradually add milk. Cook and stir till thick and smooth. Add remaining ingredients. Heat thoroughly, about 5 minutes. Serve in Corn-meal Shells or other shells. Garnish with chopped parsley. Makes 6 servings.

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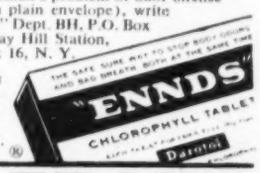

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Wayside Gardens

Refrigerator tips

Begins on page 130

Easy out. Carry shelves, crispers, butter keeper, trays to the sink for a trip through sudsy water.

Water should be warm. But too-hot water can warp plastic, break glass, or ruin the special antistick finish on many ice trays.

Use mild, nonabrasive cleaners to avoid scratching plastic crispers.

Best foot forward. New kitchen wax wipes away smudges and fingerprints. Polish wax to a shiny, protective finish that's easy to keep clean and sparkling.

If you prefer to wash surface with mild suds, be sure to rinse and dry.

Wash the gasket (door-seal strip). If gasket is rubber, thorough rinsing and drying will add to its life.

Behind the scenes. Many refrigerators have a finned unit that you should clean once a year. Dirt slows down ability of fins to throw off heat.

Unplug refrigerator, let vacuum-cleaner brush suck up the fuzz.

Location of fin varies. Here you lift off the panel below the door.

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The diary of a

Plain dirt gardener®

By Harry R. O'Brien

Cut our neighbor a bouquet of Mojave roses, in return for a basketful of muskmelons she brought us. Maggie caught up on all the neighborhood news

Sept. 1 Grass is burning up under this terrific sun. Nothing to mow. But crabgrass and plantain flourish. So got out the tractor and ran it up and down in the garden.

As the little tractor snorted, I looked up, and along came our neighbor Justine with a basket that had four muskmelons in it.

Her husband had just gathered a wheelbarrow load of melons and didn't know what to do with them all.

While Maggie and Justine gossiped, I gathered a handful of rosebuds as payment for the melons.

Sept. 2 Donald, Janet, and little Gary came over to get sweet corn to put in the freezer.

Janet is a busy young wife these days. She's been making tomato juice, canning tomatoes, putting things in her freezer.

Sept. 3 "The leaves are beginning to fall," said Maggie at breakfast. Right afterward, she put on her good summer duds and hurried downtown, to buy fall duds. After she left, I looked outdoors and noted that our oak tree has a tremendous crop of acorns.

Sept. 4 "What can I do about my hybrid amaryllis?" asked Maggie tonight. She has had the pot sunk in the ground outdoors. "It has a lot of leaves on it. Should I cut them off?" I told her to take it up and lay the pot on its side until it becomes dormant. Then carry it in, cut off the dead leaves, and give it a rest until about Thanksgiving.

Sept. 5 Won a major engagement in the weed war this late afternoon. For two hours, I was out with the heavy artillery—to wit, the sickle bar on the tractor. I mowed off the strip between the drive and the shrubbery in three minutes or less. It used to take me an hour, with hedge shears.

Sept. 8 "What's that bird out there?" says Maggie, as we ate, for I was home today for lunch.

"That's a catbird," says I. It was sitting on the Taxus bush right outside the window, not 5 feet from me, gulping down the pretty red berries on the bush.

Sept. 11 Today, our annual fall rose show was on—it opened at 4 in the afternoon. Maggie and I put on our Sunday best and sashayed down to see it. I put in my time just standing around and gossiping with all my old friends.

Sept. 12 Along came Donald to borrow the top half of my extension ladder. He borrowed my two best paintbrushes. He is all set to repaint his little white house—and the new garage he is building.

Sept. 13 Outdoor time today was devoted to contemplation. I figgered out where I'd like to put in some more narcissus bulbs. Those Madonna lilies I planted last fall in front of those bushes over there did so well, I think I should get some other kinds of lilies and put them out, too.

Here it is almost bulb-planting time and our wedding anniversary due in about two weeks. Mebbe I could give Maggie some more crocus bulbs for this event.

Sept. 16 Have to leave on a long business trip tomorrow, and Maggie plans to go along for a vacation. So tonight's work was to get the place ready, to wit:

1. Contemplated the mums, now getting on toward blooming. Too hot and dry to cultivate them, so I watered them well.

2. Drained hose and put away in garage. Took down clothesline and put center post and props away.

3. Finished mulching new rose bed with peat. Carried wood from peat bales to basement, for future kindling.

4. Took Maggie from sweeping off back walk, led her to bed of new roses, and made oration on names of the new ones.

This one, I said, is Jiminy Cricket, the new 1955 All America floribunda. It was sent me, under number, last spring, to test out. It is a wonder rose. Note that it doesn't have a smidgen of black spot on it—hasn't had all summer. What a good bush! How glossy the little leaves! What wonderful little orange flowers!

I showed her the new red floribundas—Siren, Red Favorite, Embers, Cocorico, Carrousel, Connie Mack—all mighty fine. That pink one is Frolic. Blooms all the time. Had flowers on it every day since June. Then a lecture on the merits of my new hybrid-teas—Mojave, Confidence, Miami, Buccaneer, Pageant, and divers others.

About this time, Maggie deserted me and went in to get supper. On the menu was applesauce, made from Baldwin apples from our own tree by the pool.

Sept. 17 After I had washed dust out of the trunk of the car, did take the water and pour it around the new Moraine locust tree. That is a lesson I learned from my grandmother. Use the household water over again by putting it around the plants and flowers. After lunch, Maggie and I set out on our trip.

Sept. 24 Once again—our wedding anniversary, and it finds us on the way home from our trip. So to

[*Turn to next page*

Watered our Moraine locust with the same water I'd used to wash out the car. Saves time and water

Miss Froo-Froo is not as unusual a gardener as you might think.

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The diary of a plain dirt gardener

Begins on preceding page

celebrate, we took time out to go rose visiting. We stopped to see some good friends. We started on for home, but traffic was so heavy, that we decided to stop at a good motel and wait till morning.

Sept. 25 Stopped this morning to visit my uncle, aunt, and two cousins as we traveled along. Out on their side lawn, did give Cousin Adah a lecture on how she could prepare and plant a new rose bed.

On home and before dark, as we drove in, there sat Sir Scratch, the pooch, waiting for us.

Sept. 26 As I came up toward the house, I was humming the old song of "Bringing in the Sheaves." I had two muskmelons in my hand. Not much to brag about, but my, how good they tasted!

Sept. 27 Got out wheelbarrow, picked up loads of sticks, and took to basement for kindling. On workbench down there, found my big lopping shears I thought had been lost. After they were rained on once, I had taken them in to wipe off and coat with oil.

Sept. 28 I heard a car door slam. It was Janet and little Gary, come to visit. At the moment, I was digging some Irish and sweet potatoes. I gave Janet what I had dug. I dug some more for ourselves.

Sept. 30 In the morning mail was the last letter Cpl. David expects ever to write while he is in the Army. In five days, he will be out.

News note: The American Begonia Society's 22nd Annual Show will be held at the Clark Hotel, Los Angeles, September 4-6.

Getting ready to take a little trip, I was sure to drain our garden hose, coil it, and hang it up in the garage

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[*Turn to page 232*

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WASSENBERG GARDENS
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Try garden vegetables these good ways

Begins on page 90

Stuffed Peppers Louisiane

The tempting shrimp-rice filling and tasty sauce give these a gourmet touch—

6 medium green peppers
2 cups cut cooked shrimp
2 cups cooked rice
1 cup salad dressing
2 tablespoons chopped onion
1 teaspoon salt
¼ teaspoon pepper
Dash Tabasco sauce
Dash paprika
1 8-ounce can (1 cup) seasoned tomato sauce

Remove tops and seeds from peppers; parboil 5 minutes; drain. Combine shrimp, rice, salad dressing, onion, salt, pepper, and Tabasco. Fill peppers and sprinkle with paprika. Place upright in baking dish. Pour tomato sauce around peppers. Bake in moderate oven (350°) 30 minutes. Makes 6 servings.

Cauliflower in Cheese-Mushroom Sauce

An especially nice way to dress up this snowy vegetable—

1 medium head cauliflower
• • •
½ pound fresh mushrooms, sliced
2 tablespoons butter or margarine
2 tablespoons enriched flour
1 cup milk
¼ teaspoon salt
Dash pepper
½ cup finely diced, sharp process American cheese

Remove leaves and all of woody base of cauliflower. Divide in flowerets. Cook covered in very small amount of boiling, unsalted water till tender, about 10 to 15 minutes; drain. Arrange in serving dish and cover with **Cheese-Mushroom Sauce:** Cook mushrooms in butter till just tender. Blend in flour. Gradually add milk and cook, stirring constantly, until thick. Season with salt and pepper. Add cheese and stir until melted. Pour over cauliflower and serve at once. Makes 6 servings.

Squash 'n Sausage Bake

Hearty enough for the hungriest, and good-looking, too—

2 acorn squash
1½ pounds lean bulk pork sausage

Halve squash crosswise; remove seeds. Bake, cut side down, in a shallow pan in moderate oven (350°) 35 minutes. Shape sausage in 16 to 20 balls. Brown; drain well. Turn squash; season with salt and pepper; fill with sausage balls. Continue baking 25 minutes or till squash is tender. Makes 4 servings.

Quick Hollandaise

This creamy, smooth sauce is as foolproof as hollandaise can be—

¾ cup butter or margarine
¼ teaspoon salt
Dash cayenne
1½ tablespoons lemon juice, fresh, frozen, or canned
3 egg yolks

Place butter in top of double boiler. Beat with rotary or electric beater till creamy. Add salt and cayenne. Add lemon juice, a few drops at a time, beating constantly. Beat in egg yolks, one at a time, and continue beating till light and fluffy. Place over *hot*, not boiling, water only a few minutes, or till glossy. Stir constantly. Makes about 1 cup. **Tasting-Test Kitchen Note:** Don't let water touch top of double boiler. If sauce stays too long over hot water, the sauce may separate.

How to cook broccoli: Remove outer leaves and tough part of stalks. Split stalks. Cook—covered in very small amount boiling, salted water or uncovered in boiling, salted water to cover—till stalks are just tender, about 15 to 20 minutes. Serve with Quick Hollandaise, or butter or margarine.

Candied Sweets and Ham

A feast in a skillet—tender ham slice and sweet potatoes in a candylike glaze—

1 ham slice, ¾-inch thick
1 tablespoon fat
3 sweet potatoes, pared and halved
½ cup water
2 tablespoons butter or margarine
½ cup corn syrup
¼ cup brown sugar
½ teaspoon grated lemon peel
1 tablespoon lemon juice

Brown ham lightly in fat in 10- to 12-inch skillet. Arrange sweetpotato halves around ham. Add water; cover, and cook till potatoes are tender, about 15 to 20 minutes. Do not drain unless remaining liquid exceeds ¼ cup. Dot potatoes with butter. Mix syrup and brown sugar; stir in lemon peel and juice. Pour over potatoes. Cook, uncovered, about 15 minutes longer over low heat, spooning syrup over potatoes, and turning once. Makes 4 servings.

Broiled Tomato Stars

Perky, tasty, and easy to do—

6 medium tomatoes
2 tablespoons butter or margarine, melted
Garlic salt

Turn tomatoes stem end down and cut crisscross mark, about ⅓ through. Brush with melted butter and sprinkle with garlic salt. Broil 4 inches from heat, 10 to 15 minutes. Makes 6 servings.

French-fried Eggplant

Men ask for seconds when eggplant is done like this—

Pare 1 small eggplant and slice ½ inch thick. Cut slices in ½-inch strips. Dip into 1 beaten egg mixed with 1 tablespoon water, then roll in cracker crumbs; let dry. Fry in deep, hot fat (375°) till golden brown, about 2 to 5 minutes. Drain on paper towels; salt. Makes 8 servings.

[*Turn to page 239*

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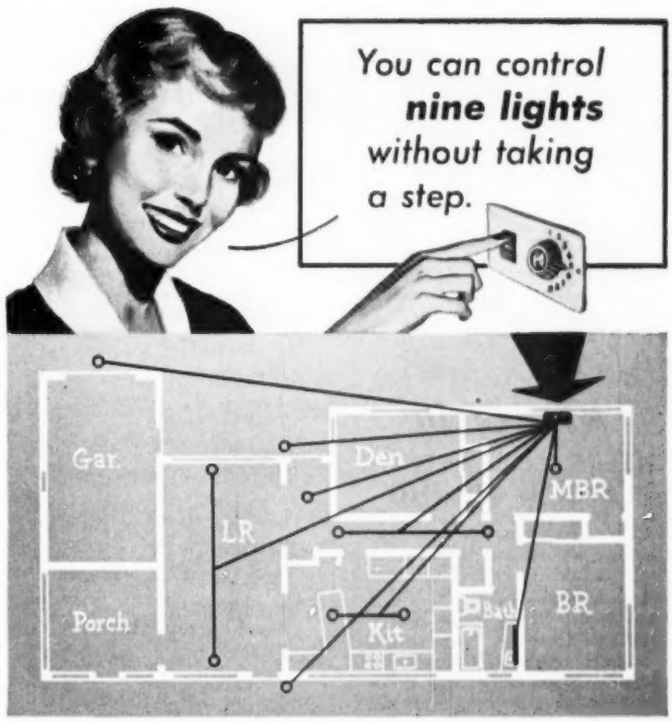
—P. J. Blackwell



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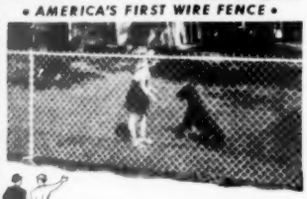

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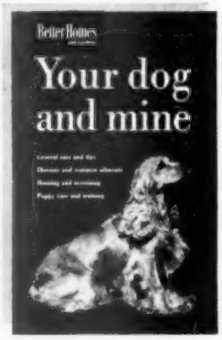

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Begins on page 17

fanilamide dropped into holes bored in infected areas has stopped all flow of slime. The hole should be plugged with a cork or clay, after treatment.

Garden mishap leads to discovery

An accidental spraying of garden pinks with maleic hydrazide, a growth retarder, may have uncovered a way to get more flowers in a bed of pinks.

Last fall, while spraying grass at the edge of a flower border, I accidentally sprayed several plants of Dianthus Loveliness. In the spring, they were a little slower in coming into flower. But when they did bloom, they had twice as many flowers as the unsprayed plants.

The maleic hydrazide apparently checked the main bud and forced the development of side shoots—giving more flowers.

Fall feeding O. K.

Soil scientists have decided they were wrong. It's all right to feed your perennial plants with a balanced plant food in late fall.

In the past, they recommended fall application of only one of the major plant foods, phosphorus. It was thought that the other two foods, nitrogen and potash, would be washed out of the soil before plants could use them in the spring.

Now the soil experts find that most of the nitrogen and nearly all of the potash is held in the soil, too, particularly when the soil has clay in it.

Most balanced plant foods contain nitrogen in the ammonium form, which sticks to clay. The nitrate forms, however, tend to leach out of the root zone.

This means you can feed your lawn or garden in the fall after your plants go dormant. But if you have a sandy soil, you'll save plant food by applying it only during the growing season.

Flower seeds poisonous

Last fall I was shocked by the report of two deaths of children who had eaten castor beans. It points up how important it is to know the dangers in your flower garden.

A single castor bean can cause death. And unhappily, the strikingly mottled beans are most attractive to youngsters.

Equally dangerous are the lovely Angel's-trumpet and other species of *Datura*. About two years ago, a child fell into a coma after eating some strange seeds. Only quick action by the physician saved his life. I identified the seeds as those of *Datura stramonium*.

Many other common garden plants are poisonous. The bright berries of the garland flower, the seed of the yew—even the foliage of larkspur, to name a few.

Spring best for pin-oak planting

Spring is the best time to transplant pin oaks, tests near Ithaca, New York, have shown.

Because they are harder to transplant successfully, pin oaks haven't been planted as widely as less-desirable shade trees.

These new tests show that fall-planted trees failed to put out new rootlets, and their root tips began to die, but spring-planted pin oaks formed new fibrous roots freely. At that season, they are as easy to move as American elms, most readily handled of all.

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What's the best grass

coarse-leafed fescue strain recommended for use in dry areas.

The fescues should be sowed rather heavily, as much as 4 pounds to 1,000 square feet. They are often included in lawn-grass mixtures because of their shade tolerance.

Zoysias. There are two main types of this grass, Matrella and Japonica. Because of the scarcity of seed, most lawns are started from sprigs and runners. They are most widely used in the transition zone between cool-season and warm-season grasses. Meyer zoysia, a new type, has been highly touted in the past two or three years. It is unusually aggressive and resistant to drouth. It combines well with Merion bluegrass.

Grasses for the South

Bermuda grass. Bermuda is the standard of the South. Because of its vigorous growth, it will make a good turf in one season from seed. It can be clipped short—some types as close as ½ inch. Its handicaps include tendency to brown at the first frost, and a bad habit of invading flower beds. This aggressive nature also means that Bermuda lawns almost never need a reseeding. Where the lawns are poor, the remedy is usually more plant food, particularly nitrogen.

A new variety of Bermuda, called U-3, has much more cold-resistance than the original type. It looks promising as a transition grass between the cool and warm areas. It has been grown satisfactorily as far north as Philadelphia, Baltimore, Cincinnati, and Kansas City.

Other new Bermudas include Tifline, Gene Tift, and Tiflawn. These have finer leaves than common Bermuda and make a smoother turf. None of the Bermudas are satisfactory in the shade. The improved varieties must be propagated from sprigs or sod.

Centipede. In the Lower South, centipede grass has been used for producing a passable lawn with little effort. Some new types, more resistant to cold, are being tested. Most centipede is started from runners or sod, but some seed is now being produced.

St. Augustine. This is one of the best grasses for shade in the Lower South, and it also thrives in the Southwest, where it can be watered freely. St. Augustine makes a coarse turf, but it is spongy and thick. It is started from sprigs or sod.

Carpet grass. This grass is best on sandy soil of the Deep South and along the Gulf Coast. It requires more moisture than Bermuda, but is better in the shade. Propagation is by sprigs and sod.

When you buy grass

Wherever you live, and whatever your problem, remember that price per pound of seed doesn't determine the final expense. Read the labels, and reject any seed or mixture of seed that has less than 80 percent guaranteed germination. Where other things are equal, look for a low weed-seed count.

You have several choices when you buy grass. You can buy either seed or sod. If you buy seed, you'll have the additional choice of buying a mixture or one grass alone.

Seed mixtures are most useful when you are trying to establish a lawn on a problem area—where shade or soil conditions make it difficult for the major lawn grass to grow. By using a mixture, you have a better chance of getting a grass that will thrive in the poor location.

If you are in a hurry to get a new lawn or to patch bald spots, you may want to invest in sod.

Sod has the advantage of speed, but it will not give you a better lawn than seed. The final excellence of your lawn will depend on how well you prepare the planting bed, and how wisely you select your grass.

for your lawn?

Begins on page 216

You have a choice of ways to start grass

Seeding is most economical way of starting grass, and fall is good time. Grass started then takes off early in spring before weeds can take hold.

Pulverize soil to depth of 6 or 8 inches, whether you are patching bare spot or starting a complete new lawn. Use shovel on small spots, power equipment on large areas.

Don't waste seed—sow no more than recommended rate. Special seeders give even distribution. Keep the soil moist until the grass sprouts.

Sprigs, or "runners," are used for grasses for which seeds aren't available. Prepare soil same as for seeding.

Sprigs are also used for getting fast growth on slopes.

Scoop out holes with trowel or hoe, plant sprig on slant at 1-foot intervals. Firm soil with foot, and water.

Method is common with Bermuda, centipede grasses.

Small squares of sod, called plugs, are another dependable way of starting new lawns.

Plugs can be used for any grass that spreads by runners, such as Bermuda. They are less satisfactory for starting lawns of grasses that grow in bunches, like bluegrass.

Prepare soil as for seeding. Space plugs 1 foot apart.

Sodding is quickest way to get a new lawn. Because of expense, it often is combined with sprigging or seeding.

Place sod along lawn edges, then seed the middle area. This gives neat, finished appearance quickly.

Sod is also most dependable method of starting grass on slopes so steep that seeds wash away before rooting.

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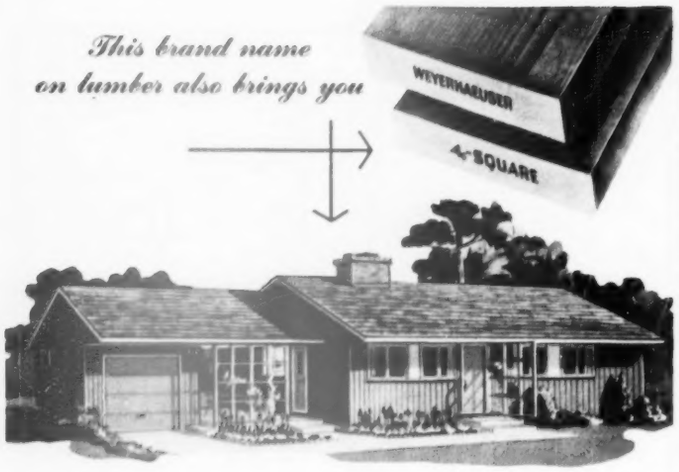

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New to do on an outdoor grill

By Geneviere Callahan

BEFORE YOU put that grill away for the year, why not break out with some suppers that are really out of the old groove? The following are not only different, but quick to fix and fun to eat. Easy on the budget, too!

• • •

Foil-toasted Meat-ball Sandwiches*
Corn on the Cob
Cabbage Slaw With Sour-cream Dressing
Chocolate Cake a la Mode

***Foil-toasted Meat-ball Sandwiches**

Allow one long roll (soft, medium, or hard) for each person. Split lengthwise, hollow out slightly, then spread inside with butter or margarine and sprinkle with garlic salt. For the filling, mash canned meat balls with their gravy (1 can makes enough for 4 hearty sandwiches), adding grated cheese and other seasonings if you like.

Put sandwiches together and wrap each loosely in foil. Heat piping hot at edge of grill while roasting ears toast in their desilked and dampened husks alongside. (In case of rain, heat sandwiches in oven without foil.)

• • •

Paper-plate Special
(tuna salad in lettuce cups; deviled eggs; buttered nut bread)
Grill-baked Berry Cobbler With Cream*
Hot Coffee

***Grill-baked Berry Cobbler**

To serve 4, allow 3 cups fresh blackberries or youngberries and $\frac{1}{2}$ to 1 cup sugar (amount depends on sweetness of berries). Mash berries slightly with the sugar in Dutch oven or large, heavy skillet (one with a high lid, if possible). Set aside while you mix up a small batch of drop biscuits, using light cream in place of milk.

Heat skillet of berries to boiling; drop the soft dough by spoonfuls atop. Put on the lid and cook as you would dumplings, 15 to 20 minutes, watching to see that the fruit does not boil over. Serve warm with cream as a follow-up to the cold main course. Make old-fashioned boiled coffee on the grill.

• • •

More ideas on next page

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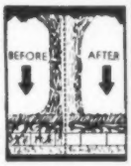

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Barbecued Franks
Grilled Vegetables*
Celery and Radishes
Potato Chips With Cheese Dunk
Apple Pie
(Warmed in covered skillet over last remaining coals)
Hot Coffee

***Grilled Vegetables**

Elevate a close-meshed wire cake rack or toaster on small stones to keep vegetables from touching hot grill. Brush rack with oil, and on it arrange halves of raw zucchini or strips of eggplant, and partially cooked whole carrots. Broil slowly at edge of grill, turning vegetables occasionally with tongs. When almost done, broil frankfurters on skewers. Brush both franks and vegetables frequently with your favorite barbecue sauce while broiling. Serve on plates with relishes and cheese dunk alongside.

• • •

Grilled Fish Fold-overs*
Casserole of Baked Beans
(from kitchen range)
Toasted Garlic-buttered French Bread
Tossed Green Salad With French Dressing
Lemon Chiffon Pie Coffee

***Grilled Fish Fold-overs**

For these good little hearties, use sole or other thin fish fillets, fresh or thawed frozen. Make a once-over fold in each fillet, tucking a thin slice of American cheese into fold. Brush outside with melted butter or margarine, and sprinkle with salt and pepper. Arrange in close-meshed wire toaster, and broil quickly over hot coals, turning frequently and brushing with more butter till done—takes only a few mintues. While one person looks after the fish, another toasts French bread on skewers alongside.

• • •

Grilled Hamburgers de Luxe*
With
Crisp French-fried Onions
Potato Chips
Split-and-buttered Buns
Whole or Sliced Tomatoes
Gingerbread Applesauce

***Grilled Hamburgers de Luxe**

Arrange thick patties of lean ground beef in a folding wire toaster. Hold toaster with meat about an inch above metal grill top and slip a small stone under each corner so meat can't touch grill and stick. Cook burgers thoroughly on one side, then turn. Have ready at the edge of grill a skillet containing 2 tablespoons butter or margarine and 1 to 2 tablespoons Worcestershire sauce. When meat is done, drop patties into hot skillet, turn to coat with buttery sauce. Serve on bun halves, with onions (empty canned French-fried onions into long-handled corn popper or "basket" of aluminum; heat 3 or 4 minutes just before serving).

• • •

Barbecued Spareribs
Foil-baked Potato Slices*
Creamed Green Beans
(cooked on grill or brought hot from kitchen)
Chilled Relish Tray
Fruit Gelatin Mold
Cupcakes Lemonade

***Foil-baked Potato Slices**

For each person, allow 1 large potato. Scrub, but do not pare. Cut each potato lengthwise in 3 slices. Brush the cut surfaces with butter or margarine and sprinkle with salt and pepper. Reassemble spuds, wrapping each tightly in heavy foil. Bake at edge of grill 45 to 60 minutes. When ready, they will be tender and oh-so-good, but quite different from the usual baked potato. Fine to serve with any meat that requires long, slow broiling. For just a garnish of potato, bake one spud to serve three.

• • •

Sizzling Ham Slices
Foil-baked Tomatoes With Onion*
Potato Salad
Favorite Bread (hot or not)
Ice Cream and Cookies
Iced Tea

***Foil-baked Tomatoes With Onion**

Select medium, firm tomatoes (one to a person). Cut each tomato in half crosswise, sprinkle cut surfaces with salt and pepper, then put together again with a thin slice of onion between. Use a toothpick to hold the reassembled tomato intact. Wrap each tomato in a 6-inch square of heavy aluminum foil, and "bake" at edge of hot grill 15 to 20 minutes. When tomatoes are almost done, broil ham slices in center of grill, turning frequently. Heat bread last few minutes. Get your plate and head for the grill.

• • •

Barbecued Cube Steaks*
Hash-brown Potatoes
(wrap wood or plastic handle of skillet in 2 or 3 layers of foil)
Raw Onion Rings and Other Relishes
Cheese-buttered Bread
Bowl of Fresh Fruit
Cookies
Hot Coffee

***Barbecued Cube Steaks**

Arrange cube steaks in folding wire toaster. When fire burns to glowing coals, broil steaks briefly, first on one side, then on the other, brushing frequently with your favorite barbecue sauce. (The toaster keeps the thin steaks from curling.) Butter slices of bread and sprinkle

[*Turn to page 239*

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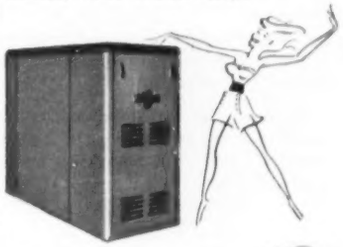

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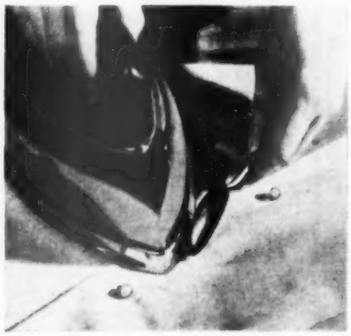
HOW-TO

for the homemaker

Blind dusting takes little time when you slip a pair of old socks over your hands and slide them along slats. Work both hands at same time.

Socks aren't bulky, let you dust easily behind the tape and under the slats. You will find that socks do away with troublesome slipping, sliding.

William Swallow
Brooklyn, New York



Spooning's a boon to buttons that can't take the heat of a hot iron—helps to keep your iron from getting marked up with melted material.

When you have to iron around buttons that might melt, protect them by placing the bowl of a spoon over each of them as you iron.

Mrs. Paul Renfrew
Berkeley, California

Slick no-stick trick. Zippers that get a bit stubborn occasionally will work smoothly if you run the lead from pencil up and down zipper.

It's the graphite that does the trick! The slide will then slip up and down the zipper easily and do away with those harassing tugs.

Mrs. Alice Derry
Wayne, Nebraska

Photographs: Stanley, Hopkins

Smooth gliding. A coat or two of wax on drawer edges, and on sides, too, helps to keep the drawers from sticking—helps "slidability."

The "wax" treatment is not confined to drawers only. If you find your cabinet doors a bit stubborn, be sure to include them in the waxing.

Mrs. Joseph J. Wasko
Phoenixville, Pennsylvania

More on page 240

PHOTO BY E. SHAFER

Can you name this well-known breed?

Puppies can fool you. They all start out cute and cuddly—but from then on, anything can happen!

It's embarrassing to think you're getting a small round dog—and then see him turn into a rangy giant! But if you get a pedigree with your dog, you know what to expect. He's "trademarked" as a cocker, or a kerry blue, or a collie.

In fact, that's one of the reasons for trademarks, isn't it? They protect you against the unexpected. You see a familiar brand name, and you know you can take the article home with confidence.

Most manufacturers respect their trademarks because they know that you respect them. Only after a product has proved itself, through careful tests and daily use, will they let it wear an honored brand name. And whenever they can make it better than the next brand, they do so gladly.

This competition is one reason you're sure of finer and finer values from the brands advertised in this magazine. Get to know them well, and then *name* your brand—to better your brand of living!

Oh yes—the puppies in the picture above are Miniature Poodles.

BRAND NAMES FOUNDATION
INCORPORATED
A Non-Profit
Educational Foundation
37 West 57 Street, N.Y. 19, N.Y.

Garden vegetables these good ways

Continued from page 231

Spinach With Sour-cream Topper

Pleasantly spiced, and with a mild tartly sauce that's not cooked at all—

1 14½-ounce package frozen, chopped spinach
½ teaspoon nutmeg
1 cup sour cream
Salt and Pepper

Cook frozen spinach according to directions on package (or cook 1 pound fresh spinach; chop). Drain well. Sprinkle with nutmeg. Place in serving dish. Have sour cream at room temperature; season to taste with salt and pepper; spoon over spinach. Makes 3 to 4 servings.

New to do on an outdoor grill

Continued from page 237

with sharp grated cheese—have all ready to make into sandwiches. Pop steaks between bread slices, adding relishes ad lib. Serve on paper plates with big helpings of hash-brown potatoes.

• • •

Hot Appetizers on Skewers*
Assorted Crisp Crackers
Iced Juices
Kidney-bean-and-cheese Salad in Lettuce Cups
Grill-toasted Rolls
Cantaloupe or Honeydew Wedges
Coffee

***Hot Appetizers on Skewers**

On each individual skewer, arrange cubes of frankfurters, salami, 1 or 2 chicken livers, and 2 tiny tomatoes. Brush with melted butter or margarine mixed with a little Worcestershire sauce. Broil over coals, letting each person grill his own. Later, toast the rolls on same skewers.

• • •

Here's a new wrinkle for grill-baked potatoes. Use apple corer to remove a lengthwise piece from a baking potato—but don't cut clear to other end. Pour a spoonful or two of evaporated milk into the hole; plug it up with outer ½-inch piece of the potato removed with corer. Wrap each potato tightly in foil. Grill-bake till tender.

Giveaway

My interest in a movie
Quite rapidly diminishes.
When people right behind me
Keep discussing how it finishes.
—*Barbara Huff*

modern, horizontal

New Look

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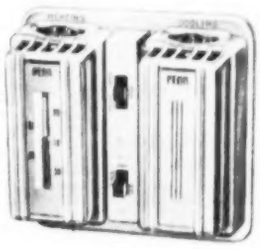
It's neutral-colored, this new Penn horizontal thermostat . . . specially designed to blend perfectly with the colors and decorating scheme you now have. What's more, in this distinctive, always-dependable Penn Control, you get fully automatic "heat anticipation" . . . the Penn-made magic that holds room temperatures within one degree of your original setting!

Why put up with miserable Hot-n-Cold living any longer? Let this striking new Penn horizontal thermostat — with its amazing "weather sense"—anticipate temperature changes for you. You and your family will enjoy greater comfort and better health. Tell your dealer you want the best . . . *you want Penn!* It costs no more than ordinary thermostats. **Penn Controls, Inc., Goshen, Indiana.** In Canada: Penn Controls Limited, Toronto, Ontario.

for all-season comfort in home air conditioning . . .

Choose this dependable Penn combination heating and cooling thermostat. Banishes "Hot-n-Cold" living, gives you care-free command — automatically — of home temperature the year 'round.



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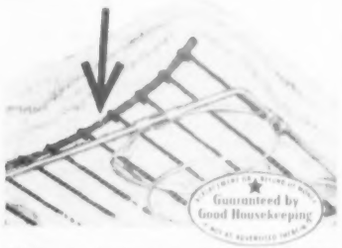

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How-to for the homemaker

Begins on page 238

A neat repeat of a design you'd like to transfer to a fabric can be done in seconds at your sewing machine.

Here's how you do it: Pin the design you want to copy to the fabric, with dressmaker's carbon paper sandwiched between the two.

Do not thread the needle. Just lower the presser foot and run the machine needle around outline of design.

Mrs. Jo Hershline
Gary, Indiana

Shear delight. Have scissors and shears in sight, safe from damage and where they can't damage other things.

Make a hanging plywood storage board, then cover it with plastic material.

Use staples or tacks to divide the "holding" strip into right-size sections for each pair. All are handy for quick selection at a glance.

Nellie James
Miami Beach, Florida

Make it yourself—a clever spacesaver to dry hose and other things overnight.

Attach 6 or 7 small screw eyes, evenly spaced, to the bottom of a wooden hanger. Then run a cord alternately through the eyes and the clip-type clothespins.

Knot the cord on either side of each clothespin and each screw eye. This gadget takes up little room and hangs out of the way on towel rack.

Edna M. Noble
Lockport, New York

United they swing. Clothes you're airing won't blow off line, tumble to the ground—if you will hang each heavy garment on two coat hangers faced in opposite directions, with the hooks forming a circle around the line.

Mrs. Carl R. Larson
Holden, Massachusetts

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How to think things up!

Begins on page 78

Alex Osborn paints for fun and relaxation. He took up painting at 51 when he was snowbound at home one day. He's never had a lesson, but paints well by creating his own techniques, learning as he works

can be trained, and that even an average potential can be developed by *exercise*. By practicing mental arithmetic, adults have more than doubled their ability to calculate. With memory exercises, many people have doubled their power of recall. So, too, through *limbering up exercises*, anyone can step up his output of ideas and develop a technique of consistently producing good ideas on almost any subject.

"Each of us has a *creative mind* that gives out with ideas," says Osborn, "and a *judicial mind* that criticizes and passes judgment. The trick is to keep your judgment from pouring cold water on your ideas. Recall how often you've started to get an idea and before you had thought it through you found yourself saying, 'That won't work.' The trick is to tell yourself, 'Just now, I want to pile up ideas—no matter how crazy they may sound. Later, when I have a good stack of them, I'll sort them out and probably throw most of them away. But right now, anything goes.' What you want are ideas, not verdicts."

"Self-discouragement and timidity are also great obstacles to creative thinking," says Osborn. Scientists, inventors, composers, and authors have often had to combat discouragement when they were halfway toward the answer they were seeking. When you're hunting ideas, you must, as it were, give yourself a pat on the back and tell yourself you're doing fine, and that if you keep at it, you'll get even better ideas. That's as true for the housewife trying to decide how she'll redecorate her living room as it is for the man who's looking for the best way to add an extra bedroom to his house.

Association of ideas

While there can be no rigid set of step-by-step rules for the production of ideas, there are ways by which the imagination gears itself to memory and causes one thought to lead to another. This phenomenon is known as association of ideas. Whenever you say, "that reminds me," you're using one idea to springboard you to another. One idea may remind you of another that's *very close* to it—as a baby's shoe reminds you of the infant. It may remind you of something *similar*—as a picture of a lion might remind you of your cat. Or it could cause you to think of something that *contrasts* with it—as a short man might set you thinking of some of the tallest men you know.

Osborn likes to call this "chain-thinking" and has found that the power of association produces more ideas if you make a habit of jotting down ideas. Many of these may not work out, but they are the seeds from which other ideas may sprout. Check lists and note pads help you pump a great many ideas from the reservoir of past experience. So do scrapbooks of ideas you have clipped from magazines such as this.

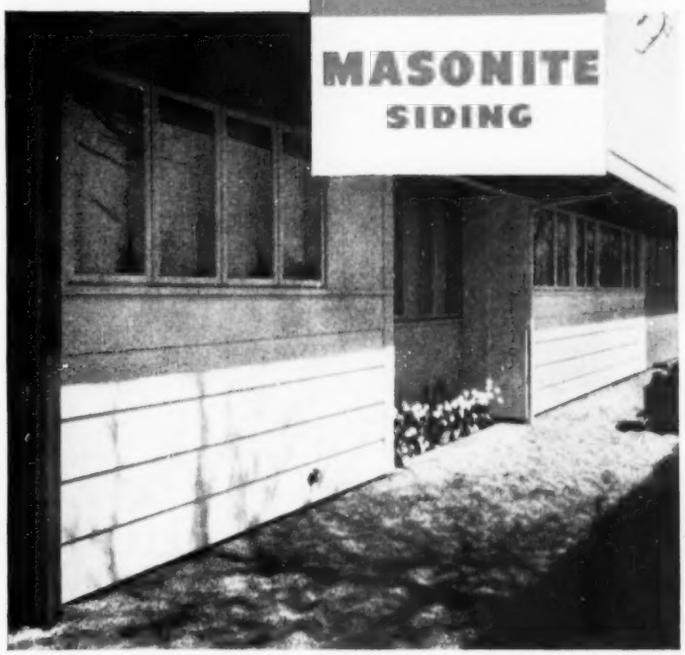
How to get started

When you're really in earnest about getting ideas, there's no better way to get started than to:

1. *Set a definite time*—A Sunday

[*Turn to next page*

THOSE WHO KNOW
. . . ASK FOR
MASONITE
SIDING



Have you seen this new, handsomely modern home? Or some of the other idea-inspiring homes the magazines have been featuring recently? And did you notice what the outside walls were made of?

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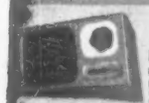

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How to think things up!

Continued from preceding page

afternoon, or in the evening after dinner, or while you're washing dishes. Ideas can be created almost anywhere. Get in a "working mood." This may call for shutting the door and trying to forget everything but the problem before you. Then start *writing down* solutions as they come to you.

2. *Keep an open mind*—Don't reject a different method because it has never been tried before, or take for granted that one way of doing things is the only way because that's the way it has always been done.

3. *Focus your aim*—Just what are you looking for? Some way to cope with a problem you're having with the children? Some way to earn money in your leisure time? Some way to get a raise or a promotion?

4. *Analyze and simplify the problem*—*Why* do the children break this particular family rule? What happens *before* or *after* they do? In order to earn extra money, could you type? Write letters? Run a telephone-answering service? To get a raise or a promotion, could you make yourself more valuable to the company by going to night school? Take a course in public speaking? Improve your appearance?

5. *Pile up alternatives*—Let yourself go! Write down every possible answer that comes to you. Forget quality; aim at getting a quantity of answers. Keep asking yourself, "What *else?*" You stand a better chance of hitting something with a shotgun or a machine gun than you do with a single shot from a rifle!

Questions unlock secrets

Osborn insists that there can be no sure-footed, scientific techniques in the application of imagination. But as in any art, the "techniques" are really knacks, tricks, or tactics by which imagination can be primed and made more productive. In piling up lists of alternatives, new ways of doing things, or new applications of existing ideas, the questions raised by designers, scientists, and inventors work equally well for anyone seeking to unlock the secret of a personal problem or to develop a better way of doing things. Questions such as:

"In what *new* ways could this be used?" (Manufacturers are constantly redesigning their products with this in mind.) "How could this be *modified* to fit a new use?" . . . "What else could be made from this?" (Dr. George Washington Carver thought up over 300 useful articles in which peanuts could be used.) "To what other uses could this be put?" (A well-known scouring pad got its start in the kitchen sink. A new tire-cleaning use then opened up another market—a big one consisting of 16,000,000 white-walled tires.) "For what other uses would these aptitudes be best fitted?" (Daniel M. Eisenberg set out to find two rich great-uncles with whom his family had lost touch. He never located them, but he found he had a talent for turning up missing relatives of others. That led to his idea of operating a "missing-persons" bureau.)

In any search for ideas, it pays to pursue all possible parallels. Ask yourself: "What can I make this look like?" . . . "What idea can I adapt?" (These are legitimate and helpful questions that can be used equally well when remodeling a house, starting a new business, or revamping office procedures.)

Ask yourself: "Can this be modified?" "Can the shape be changed? . . . the meaning, the color, the motion?" "What about the size? . . . bigger?" (The idea for balloon tires came in answer to this.) "What if this were smaller?" (The miniature camera, portable sewing machine.) "Could this be speeded up?" (Cafeterias and supermarkets.) "How else can this be *arranged?*" (Everything from furniture to monthly time payments.) "How about *vice versa?* . . . turn it backward? . . . upside down?"

One of Osborn's friends reports

"Must've packed it wrong—that usually doesn't happen until you get out of the door."

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Without trust in Daddy's strong arms, fear would blot out the fun of first flight. But because Daddy's smiling, loving face is below, life adds a thrilling new dimension, founded in love and trust.

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To give and to get security is the main business of living. It is a privilege and a responsibility. It provides us life's finest rewards.

Have you ever thought that this security is possible only in a democracy? For we continue to grow stronger as a nation when more and more secure homes are bulwarked together. The security of your country depends on *your* security.

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what happened when she used this method of self-quizzing:

"I tried in vain for nearly a month to line up the needed ideas. Then I started to ask myself that list of questions. Within 2 hours, I had 28 ideas—28 in 2 hours after three weeks of no ideas at all."

Brainstorm sessions

Fed up with business conferences that didn't produce any new ideas, Osborn came up with a solution he calls "brainstorming."

"The trouble with most conferences and meetings" says Osborn, "is that as soon as someone suggests an idea, someone else is eager to show off his good judgment by giving the reasons why it won't work."

Here's how a brainstorm session works: The chairman throws the problem at the group and asks for ideas. "Think as wild as you please. It doesn't matter if your idea does not sound practical; it may spark an idea for somebody else. Maybe we can combine some ideas and get still other ideas. Everything goes—but *you're not allowed to criticize*. If you try to criticize *and* create at the same time, you can't turn on enough cold criticism or enough hot ideas."

Osborn points out that one brainstorm session netted 45 practical suggestions for a home-appliance client; another produced 56 ideas for a fund-raising campaign; a third, 124 ideas to sell blankets.

Brainstorm sessions are a regular exercise in the creative-thinking classes that are mushrooming in colleges around the country as a result of Osborn's new textbook. A production expert from a large paint manufacturing company was invited to explain to one of these groups the problem his company had had in printing the label for a container. The company had worked on the problem for months before they came up with the solution, so he doubted that a group of people who knew nothing about it could volunteer the right answer. The class did offer many impractical solutions. But finally, a 21-year old undergraduate student came up with identically the same solution the company found after months of trying.

"The most rewarding part of this whole thing," says Osborn, "is in the pay-off—when people begin applying the method to their business and personal problems. But just think of all the civic problems that could be solved if groups of citizens got together and brainstormed—instead of gathering only for protest meetings."

The good idea spreads

When Osborn wrote his textbook *Applied Imagination*, it pointed up the need for getting educators interested in initiating training in creative thinking.

"I found that if I really wanted this idea to become widespread, I had to teach the teachers," he says. "The more creative the teacher, the better the schools; they will pass on to students a creative spirit."

It was a simple matter for ideaman Osborn to come up with a solution: the Creative Education Foundation. All income, including the royalties from Osborn's textbook, will be used by the Foundation to encourage and promote the teaching of creative thinking.

"This is the most important thing in my life now," says Osborn. "If it succeeds, I think I will have done something really worthwhile. If creative thinking becomes a standard part of the curriculum in most colleges and universities in this country, there's no telling how many wonderful ideas the next generation will come up with. It's possible that as a result we will make even more rapid progress in medicine, all branches of science and human relations, and in keeping peace among nations."

But if you're thinking, "It's too bad they didn't teach a course like that when I was in school," there's no reason why you can't get a night class for adults started in your own home town. Just write to the Creative Education Foundation, Inc., 1614 Rand Building, Buffalo 3, New York, and you'll learn how easy it really is. That's a good idea!

"Have you seen my husband? He slipped his bridle."

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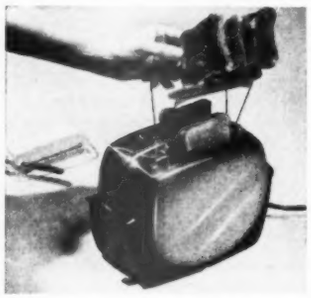
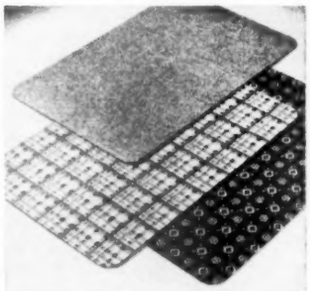
with Better Homes & Gardens

You can't keep your eyes away from this pair of tiles. Follow their illustrated instructions, and learn the correct usage of herbs and spices. A truly useful decoration, pretty in any kitchen. Tiles are 8" square, with black, red, and green illustrations on white background. *Tiles*, $2.95 each, or $5.75 the pair; ppd. Order from Artisan Galleries, 2100 N. Haskell Ave., Dallas 4, Tex.



Keep toast hot for tardy breakfasters. Clip-on rack clamps to any standard pop-out toaster. Rising heat waves keep up to 6 slices of toast warm and ready to be buttered. Stainless-steel rack cannot rust or discolor. *Upper Deck Heating Rack*, $1.95, ppd. Order from Mrs. Dorothy Damar, 711 Damar Bldg., Newark 5, N. J.



Protect your table top from heat with fabric-covered cork place mats. You'll find "Country Style" (right) delightful with your Early American setting, in gray, green, and red. "Butterscotch" is yellow-and-black plaid—a festive background for your prettiest pottery. Top, "Whitman," in gray, rose, green, pink, sand, and aqua. *Placemats*, 4 for $3.50, 6 for $5.25, 8 for $7; ppd. Mavericks, Tobey Titus, Woodstock, N.Y.

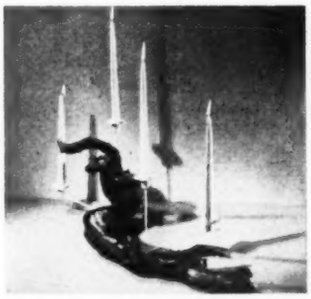
Handy powder-type skirt marker enables you to measure garments to any desired length without the assistance from another person. Simply mount the suction cup on a smooth surface, and measure away! An extra feature is a built-in steel measuring tape. *Valmark Skirt Marker*, $2, ppd. Order from Bodine's, 444 East Belvedere Ave., Baltimore 12, Md.

You don't need an inch of extra floor space to install this useful, handsome desk. It hangs on the wall, opens out to give you a sturdy writing surface. (An ingenious wrought-iron hanger holds it solid.) Knotty-pine desk is 24"x14" and 9" deep at the bottom. *Wall Desk*, unfinished, $12.95; honey-pine finish, $14.95; express charges collect. Three-section stationery and pencil holder, $1.50. Jeff Elliot, Dept. BH, Statesville, N. C.

Fresh and pretty Colonial-design bedspread is reversible, launders without ironing. Spread is woven of preshrunk cotton yarns. It's available in antique white, bleached white, and pastel shades of pink, maize, and green. Sizes: 96"x110" or 82"x110"; *Virginia Belle Bedspread*, $14.95, ppd. Order from Godell's, Dept. C, 31 W. 27th St., New York 1, N.Y.

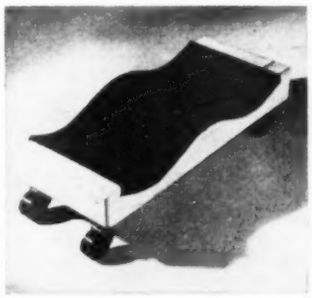
You'll find many a use for this brightly colored shelf stretcher. It's a real spacesaver, will stack a 53-piece set of dinnerware in only 20 inches of storage space. The easy-to-assemble frame is 8¼" high, stands on four nonscratch rubber feet. Enamel-coated shelves are available in red or yellow. Orderly *Shelf Stretcher*, $3.95, ppd. Order from Geneva General Store, Main & Broadway, Geneva, Ohio.

Silver spoon for any baby's mouth is designed to make feeding easier. Spoon is 5" long and will easily reach to the bottom of baby-food jars. Baby-size bowl fits tiny mouths and holds just the right amount. Nickel-silver *Long-Handled Baby Spoon*, $1, ppd. Order from J. C. Alton Co., Dept. BH, 1012 South Aldine Ave., Park Ridge, Ill.

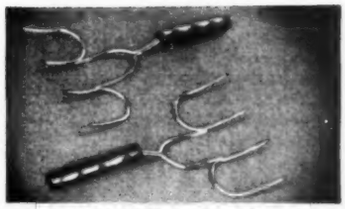


Use your imagination to create exciting candleholders. Drive-in holder on a pointed steel rod can be used in a variety of ways. Here it's been incorporated in an unusual driftwood arrangement. You can drive holder directly into a wall or post. Black or white baked enamel in two styles—vertical and horizontal. *Drive-in Candle Holders*, $1 each, or 6 for $5; ppd. Order from Gross Wood & Co., 230 Natoma St., San Francisco, Calif.

Serviceable bib has a rigid plastic tray around the bottom to catch even the cup when the milk is spilled. Baby will be intrigued with the pert kitten, and you'll like the practicality of heavy-gauge vinyl-plastic film—so easy to clean. Available in pink and blue. *Bib*, $1.25, ppd. Order from Jays Plastic Sales Co., 2112 Portland Ave., Minneapolis 4, Minn.



It's smart to be comfortable, and get your work done, too. Pamper yourself by rolling through those kneeling tasks. The Nee-Mobile moves right along as you wax, wash, paint, or scrub. It's comfortable, too—with a sponge-rubber cushion specially grooved to fit your knees. Sturdy wood base comes complete with nonmarring casters. *Nee-Mobile*, $3.95, ppd. Order from Bancroft's, 1112 S. Wabash Ave., Dept. BG-7, Chicago 5, Ill.



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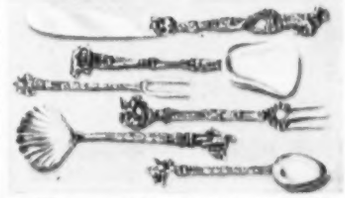

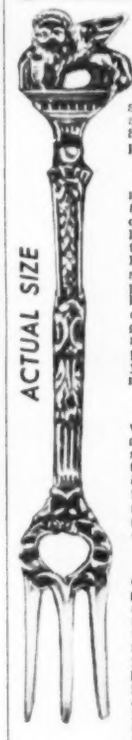

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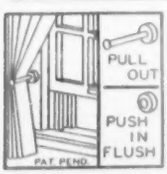

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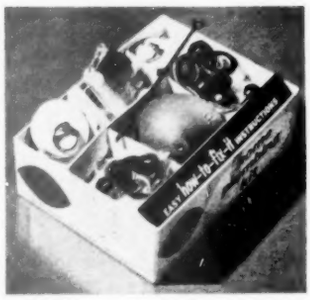

When you have a giant appointment calendar on your wall, you can tell at a glance how your time is shaping up for the next six weeks. You can make your work easier by planning it in advance with this useful reminder. No matter when you buy it, you'll have a 12-month calendar. Beginning with any month, it carries you through the next full year. *Calendar Pal*, $1, ppd. Order from Commercial Press, 3521 Butler St., Pittsburgh 1, Pa.

In perfect keeping with your prettiest table arrangement is this attractive butter melter. Use it when serving lobster, asparagus, corn on the cob, seafood—for that extra-special touch. Verdigris-green wrought-iron stand holds a slow-burning candle, while butter is warmed in the miniature earthenware casserole. "*Pipkin*," $1.90, ppd. Order from Mastercraft, 212B Summer, Boston 10, Mass.

New safety device keeps small fingers safe from dangers of an electrical outlet. Made of flexible plastic, it can be attached to any duplex outlet with the same screw that holds on the cover plate. Either side hinges back to allow you to plug in a cord, but fits tight enough so small children cannot open it. Ivory or brown *Electr-A-Guard*, 10 for $1, ppd. Order from Texell Products Co., 3 Asbury Place, Houston, Tex.

Make K.P. easy with this handy kitchen knife. It makes quick work of carrots, cabbage, cucumbers, onions, cheese. You'll appreciate the detachable slicer come dish-washing time, too. The hollow-cut, stainless-steel blade will retain its edge indefinitely. Handle is of top-quality pressed wood. Stainless-steel *Kitchen Knife*, 49c, ppd. Order from Hettinga-Vriezelaar, Pella, Iowa.

A trip to Mars is no trick at all with this official space map of the solar system. What junior spaceman can afford to be without one? Full color map, 18½"x24", shows all the planets, moons, asteroids, comets, and meteors. Comes complete with genuine official space money, too! *Astro-Map*, $1, ppd. Order from Victoria Maps, Dept. BH, P. O. Box 25, Price Hill Sta., Cincinnati 5, Ohio.

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Handy holder keeps your measuring equipment together, and where you want it. There's a place for your yardstick, 12-inch rule, and tape measure. Use it anywhere in the house, to spare yourself those many frustrating, time-consuming searches. It's compact and attractive, made of colorfully striped denim. *Rule Holder*, $1.98, ppd. Order from B. C. Moses, P. O. Box 8052, Houston 4, Tex.

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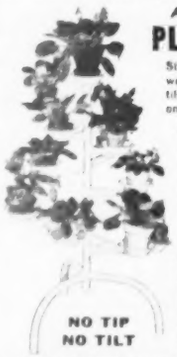

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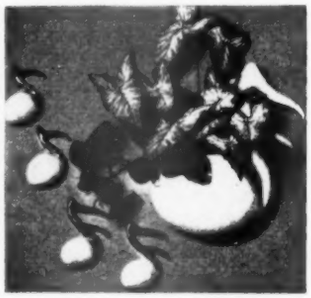
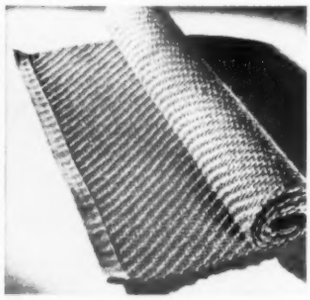


Add a gay note to your room with this unusual planter. Music lover or not, you'll find it a most attractive way to show off your plants, add color and charm to your walls. Ceramic planter is 10" tall, 7" wide; 4 small notes are 3½" tall. Pink, green, yellow, or aqua, trimmed in black, with mother-of-pearl-luster finish. *Musical Note Planter*, $4.95, ppd. Order from "The Fisherman," Box 125-C, San Clemente, Calif.

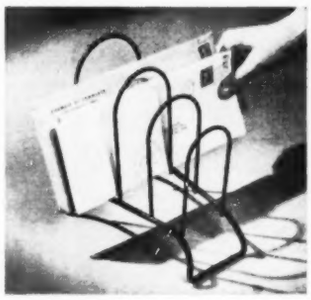
Outdoor cooks and indoor carvers will appreciate this fine chef's block. It's made of northern hard-rock maple, stands on four ball feet. Use it for slicing, dicing, cheese serving, and as a decorative wall hanging. Measures 7" square by 1¾" thick. *Chef's Block*, $2.95, ppd. Order from Carson Pirie Scott & Co., State & Madison sts., Chicago 3, Ill.



Practical and decorative is this hall and stair runner. It's Sisal Hemp—long-wearing and durable, so easy to care for. Vacuums easily, or, if you prefer, it can be washed with soap and water. Measures 27 inches wide, in a variety of colors—pewter gray, sandalwood beige, cypress green, chocolate brown, off-white. *Sisal Hemp Runner*, $1 a running foot, ppd. Carabao Special Products Co., Dept. B83, 950 Columbus, San Francisco, Calif.

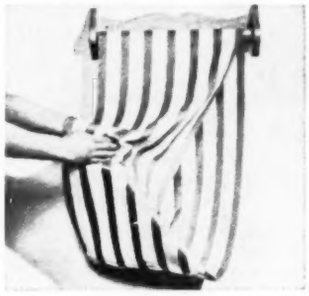
You'll want to show off only your best towels with this attractive, solid-brass towel ring. So practical, so distinctive—it's just the thing to brighten up your bathroom or kitchen. It's tastefully designed in handcrafted brass, 5" in diameter. *Brass Towel Ring*, $5.95, ppd. Order from Crafts-Metals Co., Box 4, Laguna Beach 12, Calif.

Hats off to this pretty and unusual salt-and-pepper tree. You'll use the bright straw hat for salt, the dark derby for pepper. The black metal umbrella stand is designed for toothpicks. Gay nineties touch adds a gala note to parties, makes a nice hostess gift, too. *Salt 'n Pepper Tree*, $1.25, ppd. Order from Lowy's, 260 BH 116 St., Rockaway Park, N.Y.

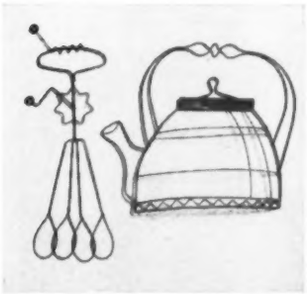


Be efficient and organize for easy reference. How much simpler your correspondence problem will be when you've filed your letters neatly! Or use this slick catchall for books, papers, phonograph records, or magazines. The black wrought-iron rack will be a mighty-pretty addition to your desk or table, too. It measures 8″ long. *Paperak*, $2.25, ppd. Order from Amy Abbott, Inc., 9 East 46th St., New York 17, N.Y.

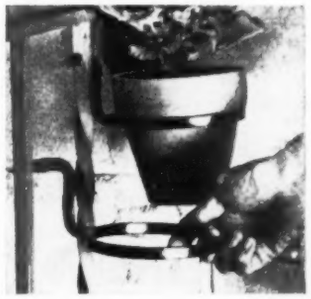
From Norway comes this gracefully proportioned cheese slicer. With top-quality teak handle and blade of stainless steel, it makes a handsome aid to hostessing. The cutting edge never grows dull, consistently turns out small cheese slices that are dainty and perfect. *Norwegian Cheese Slicer*, $2.50, ppd. Order from The Cassville American, Cassville, Wis.



Handy and handsome, this is an exact duplicate of an old-style roller towel. Comes complete with a two-yard, bright red-and-white-striped towel. Beautifully constructed rack of Vermont hardwood has a hand-rubbed finish. Roller is 18″, rack is 22″ wide over-all. *Vermont-Kitchen Roller Towel*, $5.95; add 35c west of Mississippi. Order from Vermont Crossroads Store, Waterbury, Vt.



You'll know you're in the kitchen, with this pretty pair of silhouettes to brighten your walls. What could be more in keeping? A distinctive design to add smartness and style. The egg beater measures 5″ wide, 15″ high; kettle is 12½″ wide, 11″ high. *Kitchen Wires*, $2.95 each, ppd. Order from Joseph's, 809 Oregon St., Oshkosh, Wis.



Prized plants deserve some showing off, and here's a smart way to display yours. Eyecatching flowerpot rings dramatize them, add a festive note to your porch or patio. *Flower Pot Rings*, 79c each, or 6 for $4.50; ppd. Order from Welzart Company, 1939 Oakley St., Topeka, Kans.

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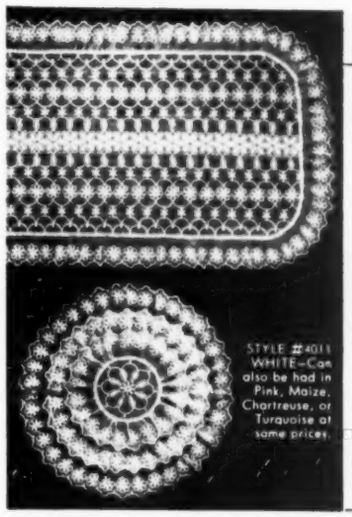

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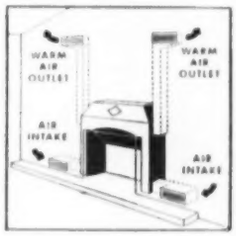
THE new 3-Star Heatilator Fireplace is the only fireplace designed especially for the modern home. It gives you cozy warmth and smokeless operation when a fire is burning. Then when the fireplace is not in use, you are protected from the loss of house heat up the chimney or from down-drafts that chill the room.



Warms all the room. Cool air from floor level is warmed in the double walled firebox of the Heatilator unit — then circulates gently to every corner of the room, even adjoining rooms. Provides extra comfort from heat formerly wasted up the chimney.

Will not smoke. A scientifically design form for the masonry, the Heatilator unit does away with guess-work and rule-of-thumb construction methods. Savings in labor and materials make the finished Heatilator Fireplace cost little more than old-fashioned construction.

New pressure-seal damper. The new Pressure-Seal Damper is found only in the 3-Star Heatilator unit. Actually seals the chimney throat air-tight when the fireplace is not in use. No costly house heat escapes up the chimney. No chimney down-drafts can cause cold drafts in the room. And in the fully air-conditioned home, it is an absolute necessity to prevent loss of expensive summer cooling as well as winter warmth.

The Fireplace for Every Purpose . . .

Ideal for homes, basement rooms, camps or cabins. But be sure you get the genuine. Look for the name Heatilator on the damper handle and dome. Ask your building material dealer, or mail coupon now for free booklet.

★★★ 3-STAR HEATILATOR® FIREPLACE

Heatilator Inc.
729 E. Brighton Ave., Syracuse 5, N. Y.
Send free booklet on new 3-Star Heatilator Fireplace.

Name .....

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THE MAN NEXT DOOR®

Isabel Norman has decided to keep that "exclusive" hat she bought downtown the other day. But for a time yesterday, she wavered. Three of her best friends dropped in, a half hour apart, each wearing one exactly like it. Isabel's Bill, up to his old tricks, had smuggled out the nifty chapeau and fast-talked the girls into a nefarious conspiracy.

+ + +

I mentioned to our trash collector that my digestion has improved markedly since I took up yoghurt. "Just goes to show," said he, "how some of them foreign religions can really help a fellow."

+ + +

Our son, Spud Hillis, age 12, thoroughly clobbered another lad this week. Seems the other one pulled our 10-year-old Judy's pigtails unmercifully—a prerogative Spud reserves strictly for himself.

+ + +

What America needs is more "one-horse" towns, writes my friend Rollin Hughes, who lives in one. I agree. It's the multihorsepowered tensions of big cities that are endangering us. But the truly wise family can maintain "one-horse" happiness even in New York. It's a matter of choosing, or putting first importances first, no matter what your setting.

+ + +

I don't envy President Ike. He has to ride herd on 160 million uninhibited individualists. I'm having hard enough time riding herd on 4.

+ + +

A syrup-pecan pie cooked in the heat of your oven, ma'am, will do more to end a quarrel with your husband than a lot of syrupy words following the heat of your anger.

God gave daughters a little *extra* adaptability. I always marvel at the promptness and ease with which our Rosie can transform herself from perfect in tennis togs to perfect in a party dress.

+ + +

"Most impressive sight on your continent," said a visiting European significantly, "is not the factories, the skyscrapers, or the natural wonders. It's the size of the typical American garbage can."

+ + +

Junior saved up and bought himself a snazzy billfold, the kind with places for pretty girls' pictures. Seeing it on the table, I picked it up to admire it. Nothing in it but three girls' photos—of his mom and two sisters. Figured a kid like that deserved another picture, so I slipped in one of George Washington. Autographed, too: by Ivy Baker Priest and George Humphrey.

+ + +

Judy's future husband has my sympathy. Her Sunday-school teacher asked why Solomon was so wise. She said it was because he had so many wives to advise him.

+ + +

For reasons unknown, our seldom-bearing pear tree decided to load itself with luscious fruit this year. It overhangs the alley, but the children and I are laying plans to keep at least a little ahead of the neighborhood kids.

+ + +

Taffy's pup slipped his leash the other day and dashed for the street, where traffic was heavy. Junior raced and caught him just as he reached the curb. The kid turned his head when he brought him in, so we wouldn't see his eyes full of tears—afraid we'd think him a "baby." But he needn't have worried. He never looked bigger to me.

I note with masculine satisfaction that our chrysanthemums are now fully as lovely as my feminine wife assured me they would be when she drove me to fertilizing, cultivating, trimming, and staking them all summer. But my pride will be crowned if our daughter decides to wear one to the next football game.

+ + +

Our Rosie, 16, has a learner's permit, and I'm teaching her to drive. Determined not to lose my temper, I slipped only once: the time she ground the gears and I had to scold her for sassing me back. The idea—trying to tell me it was my teeth!

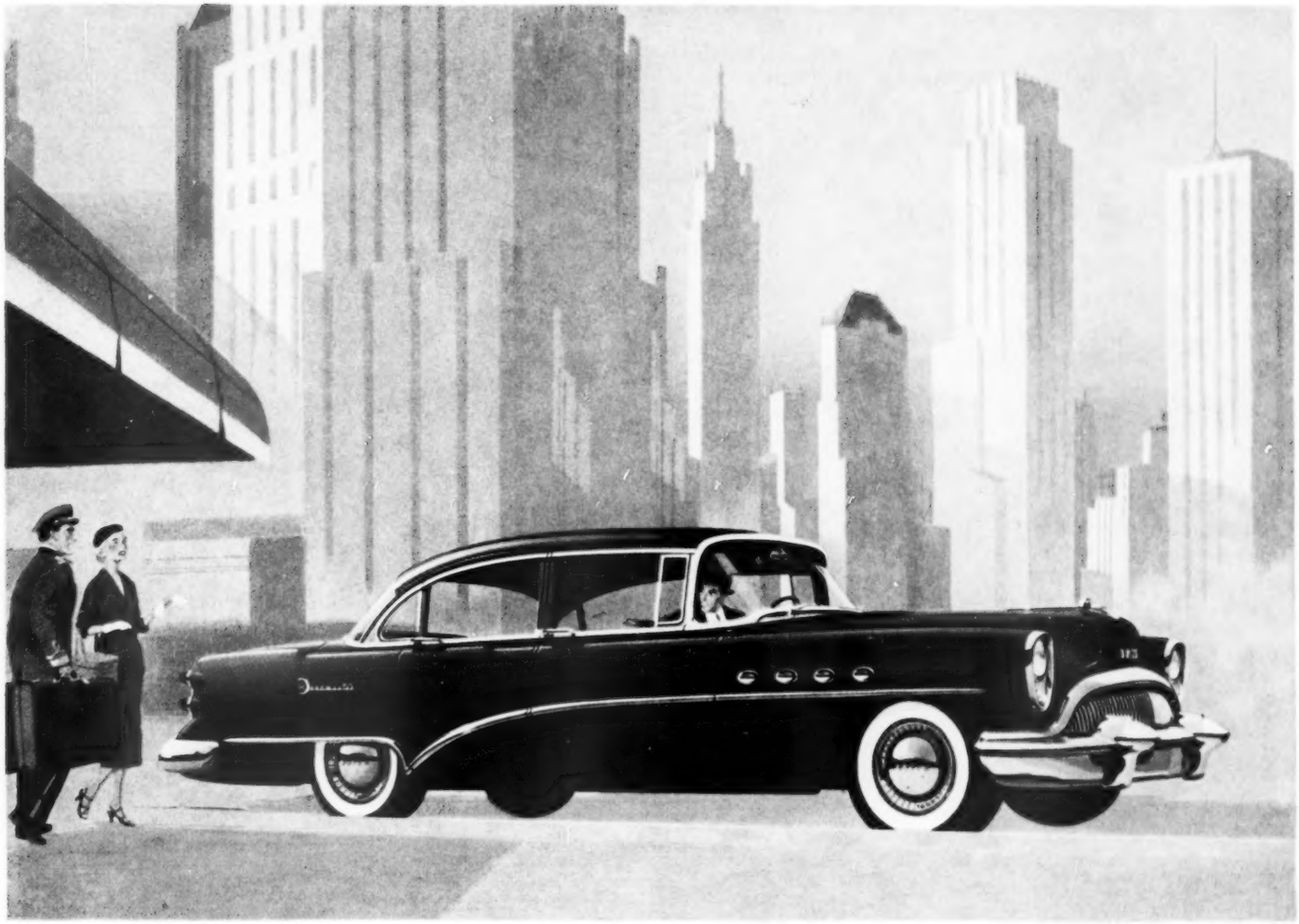
+ + +

My wife and our daughters have already bought me a snappy new woolen suit and overcoat, though heat lingers and winter seems aeons away. But they don't fool me. They know gratitude will force me to reciprocate almost any day now, and that I always spend more generously when I'm in a sentimental glow.

+ + +

Unpleasant thoughts will not arise in your family's soul if you remember—that everybody has equal rights in the home as in the nation . . . that children, and many adults, are happiest in casual, even cluttered surroundings . . . consciously to schedule the family's day so that every member has at least half an hour of relaxation time, preferably around the dinner hour . . . that a little singing, humming, whistling, and horseplay mysteriously "does something" good to you and your loved ones . . . to compliment your associates, to congratulate others on achievements, large or small, and to maintain simple courtesy in the home routine.

Burton Hillis



A discovery in excellence awaits you here

If you have yet to drive a Buick Roadmaster like the one shown here, make yourself a promise that you will do so—soon.

That little, at least, you owe to yourself.

For this is an experience too exhilarating to miss—a discovery too important to overlook.

It starts with the visual, and takes wings from there.

You see the gleaming grace of this impressive automobile, and you know that here is the luxurious modernity of *true* new-day styling.

You sweep your gaze through that broad panoramic windshield, and you know that nothing less will ever do for you again.

You take your ease in the sumptuous interior — and come to the first full realization that this is literally custom production.

Then you set in motion this precisely named car, and immediately you know a new kind of excellence on wheels.

It isn't only the absolute smoothness of Twin-Turbine Dynaflow, or the silent whip of this Buick's mighty V8 power.

Nor is it simply the unique levelness of the all-coil-spring ride, or the superb handling ease of Safety Power Steering.

Rather, it is the blending of these and other engineering advances into what is, simply, Roadmaster travel — two spirited tons of aliveness and action and supreme satisfaction.

Will you try it?

A sampling of this great car will begin the discovery — and your Buick dealer will gladly arrange the demonstration. See him this week.

P.S. for the prudent: Roadmaster *sells for the lowest price-per-pound in the fine-car field.*

BUICK *Division of* GENERAL MOTORS

ROADMASTER *Custom Built by* **BUICK**

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

For FREE floor plan and room details, write Congoleum-Nairn.

On the floor, "Coral Beach" with "Lagoon Turquoise." On the wall, "Lagoon Turquoise." On the counter, "Gulf Stream Green." These are 3 of the 13 beautiful "Bermuda Hues."

Lighten your rooms, lighten your work with Gold Seal Vinyl Inlaids in

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See our products in these homes across the country

Cleaning a Gold Seal VinylTile floor is as easy as dusting the furniture. Its surface is smooth and non-porous with a high resistance to grease, acids, alkalis—why, even harsh drain cleaners won't hurt it. That's why these light, lovely "Bermuda Hues" are perfectly practical in the kitchen; they're even practical over ongrade concrete, *with or without radiant heating.* Yet for enough resilient, inlaid Gold Seal VinylTile to cover a 9′ x 12′ room, you pay only about **$38**

The last word in counter tops takes its cue from the same smart "Bermuda Hues" you see on the floor and wall. (All colors are coordinated.) But Gold Seal VinylTop does more than look handsome. It's quiet—kind to your nerves and your dishes. It's so flexible, counter and splashboard can form one seamless piece. Yet Gold Seal VinylTop costs much less than hard, clattery tops. See your Gold Seal dealer for both VinylTop and VinylTile.

GOLD SEAL *Floors and Walls*

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